Saskatchewan

Saskatchewan
Executive
Council

Communications
Counselling

Room 30
Legislative Building
2405 Legislative Drive
Regina, Canada
S4S 0B3

Government of Saskatchewan

Public Opinion Polling

from October 1, 2002 – December 31, 2002

103-04279/

Government of Saskatchewan

Public Opinion Polling

from October 1, 2002 – December 31, 2002

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Department/Crown commissioning the work:

Executive Council

Date: October 2002

Supplier: Fast Consulting
Saskatoon

Cost: $17,200.00

Omnibus
Provincial Public Opinion Survey

Prepared for:

Saskatchewan Executive Council
113 Legislative Building
Regina, Saskatchewan
S4S 0B3

Submitted by:

FAST CONSULTING

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October 2002

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EXECUTIVE SUMMARY

- In October 2002, federal issues that Saskatchewan residents tend to be most concerned with include health care, international issues, the economy, agriculture, and jobs and unemployment.
- Provincial issues that Saskatchewan residents tend to be most concerned with include health care, agriculture, jobs and unemployment, population loss, the economy and provincial taxes.
- One third of residents think the number of non-agricultural jobs in Saskatchewan has decreased (by almost 5,000), almost one half think the number of jobs has increased.
- More Saskatchewan residents are under the impression that provincial income taxes have increased over the past three years than those who think it has decreased.
- More than two thirds of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.
- More than three quarters of Saskatchewan residents think the quality of elementary education in Saskatchewan is adequate or better; the majority believe the quality is good or excellent.
- More than three quarters of Saskatchewan residents think the quality of secondary or high school education in Saskatchewan is adequate or better.
- Approximately two thirds of residents think Saskatchewan high school students are prepared for entering post-secondary institutions like colleges or universities. Almost one half of residents think Saskatchewan high school students are prepared for entering the workforce.
- Approximately one third of Saskatchewan residents are satisfied with the overall provincial highway system; the majority are at least somewhat dissatisfied. Residents generally feel safe when they are driving on Saskatchewan highways. Almost all residents think the federal government should pay a portion of the cost for twinning the province's national highways in Saskatchewan.

METHODOLOGY

Fast Consulting conducted the October 2002 public opinion survey for the Government of Saskatchewan with a representative sample of the Saskatchewan population. The October Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- learning, and
- highways and transportation.

Questions for the survey were provided by various departments within the Government of Saskatchewan and assembled into an interview format by Fast Consulting. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 1,000 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

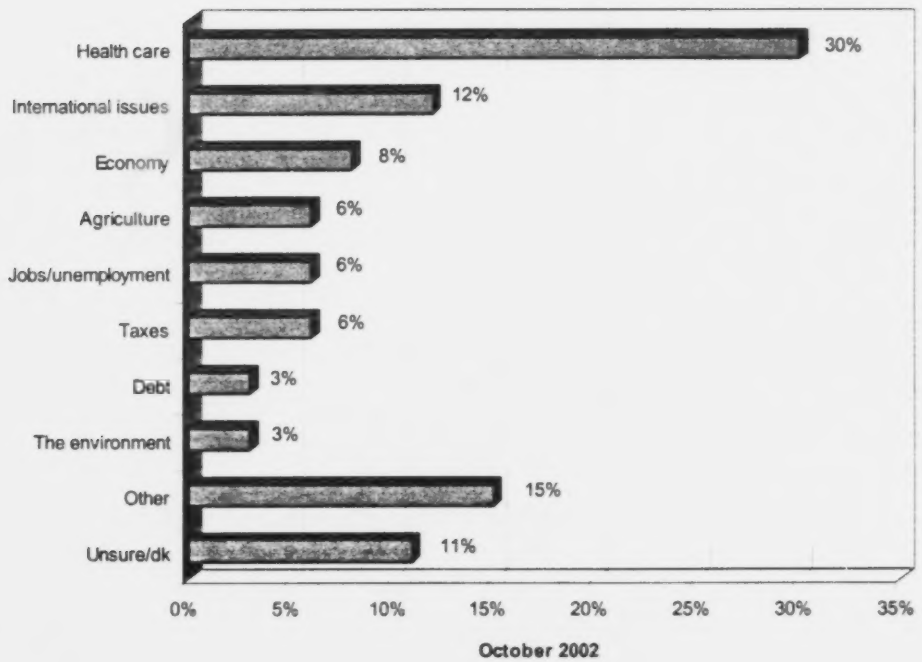
One thousand residents of the province were interviewed between Tuesday, October 15 and Wednesday, October 23, 2002. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Fast Consulting's in-house professional public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Fast Consulting designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

1.0 GENERAL ISSUES

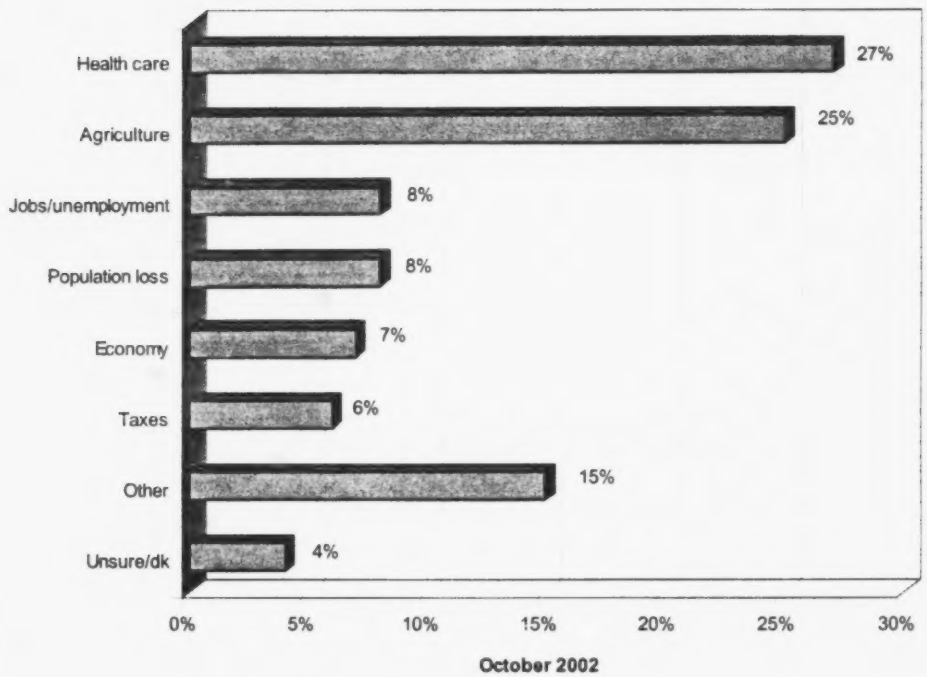
Question 1. What do you think is the most important issue facing Canada today?



- According to 30% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include international issues (12%), the economy (8%), agriculture (6%), jobs and unemployment (6%), federal taxes (6%), the national deficit and accumulated debt (3%) and the environment (3%).

- Approximately 15% of residents are primarily concerned with 'other' issues such as the federal government in general (5%), crime and poverty (2%), social programs and welfare (2%), Native issues (1%), education (1%) and moral, social and religious issues (1%).

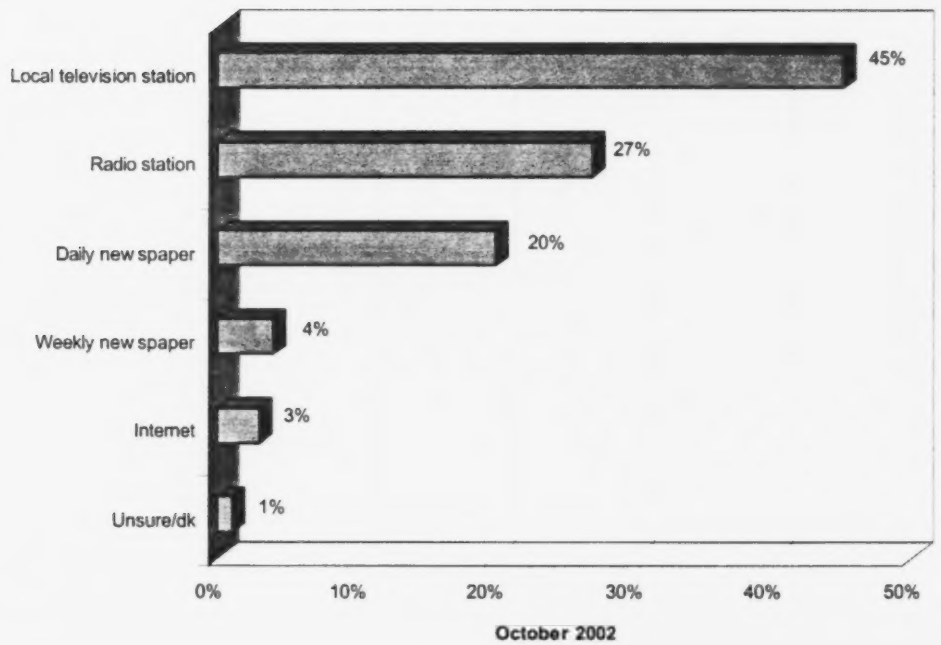
Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 27% of Saskatchewan residents, is health care. Approximately 25% of residents are concerned primarily with agriculture, 8% with jobs and unemployment, another 8% with population loss, 7% with the provincial economy and 6% with provincial taxes.

- Included among 'other' important issues identified by 15% of residents are the provincial government in general (3%), Native issues (2%), crime and poverty (1%), highways and transportation (1%) and social programs and welfare (1%).

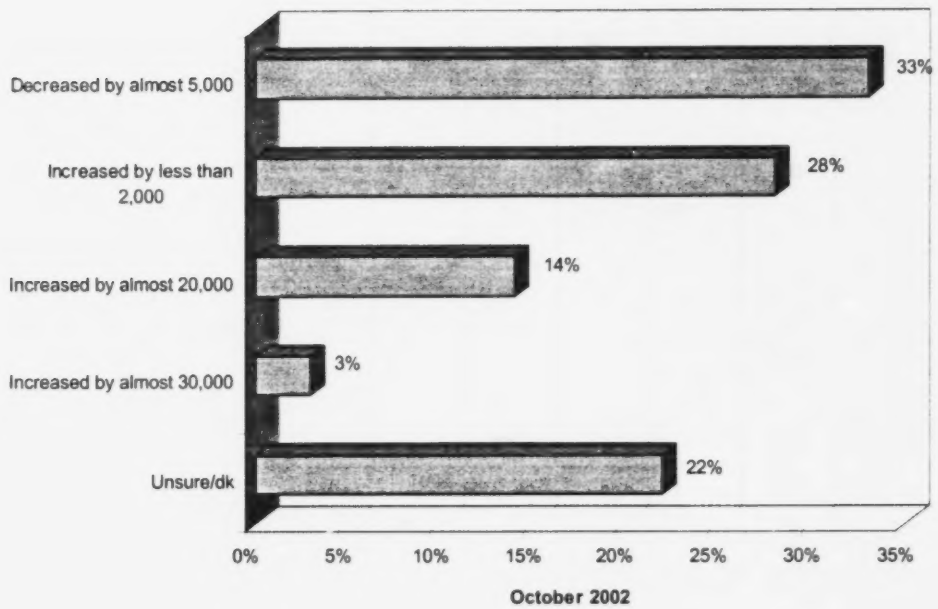
Question 3. Which of the following types of media do you rely on most for information about local and regional news in your area of the province?



- Approximately 45% of Saskatchewan residents rely on a local television station for information about local and regional news in their area of the province, 27% rely on radio and 20% rely on a daily newspaper the most.

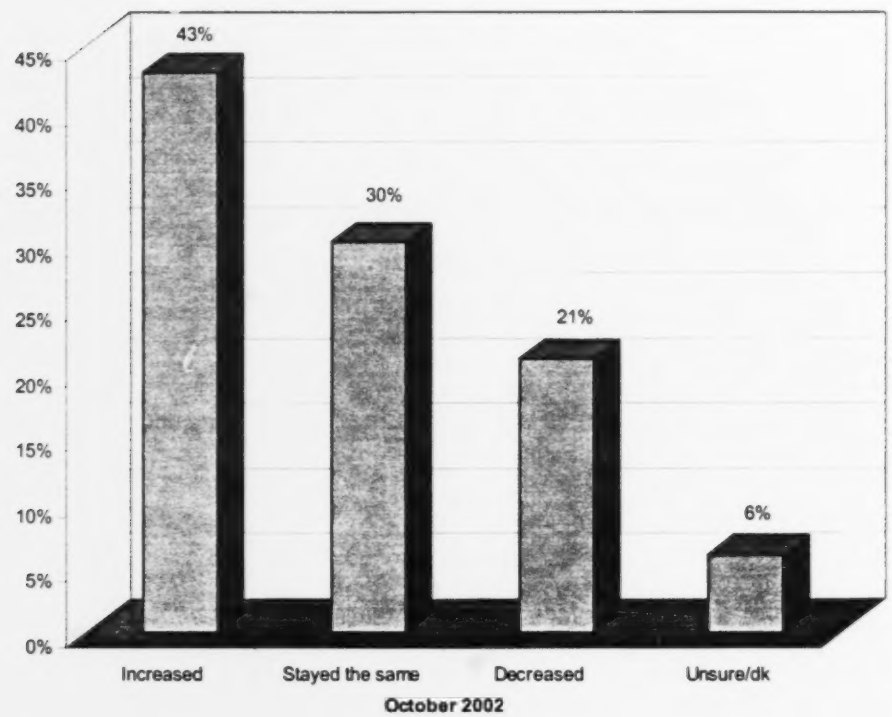
Question 4. As of September of this year, there were 438,000 people employed in non-agricultural jobs in Saskatchewan. Which of the following statements do you believe is most accurate?

During the past three years, the number of non-agricultural jobs in Saskatchewan has:



- One third (33%) of residents think the number of non-agricultural jobs in Saskatchewan has decreased (by almost 5,000), almost one half (45%) think the number of jobs has increased.

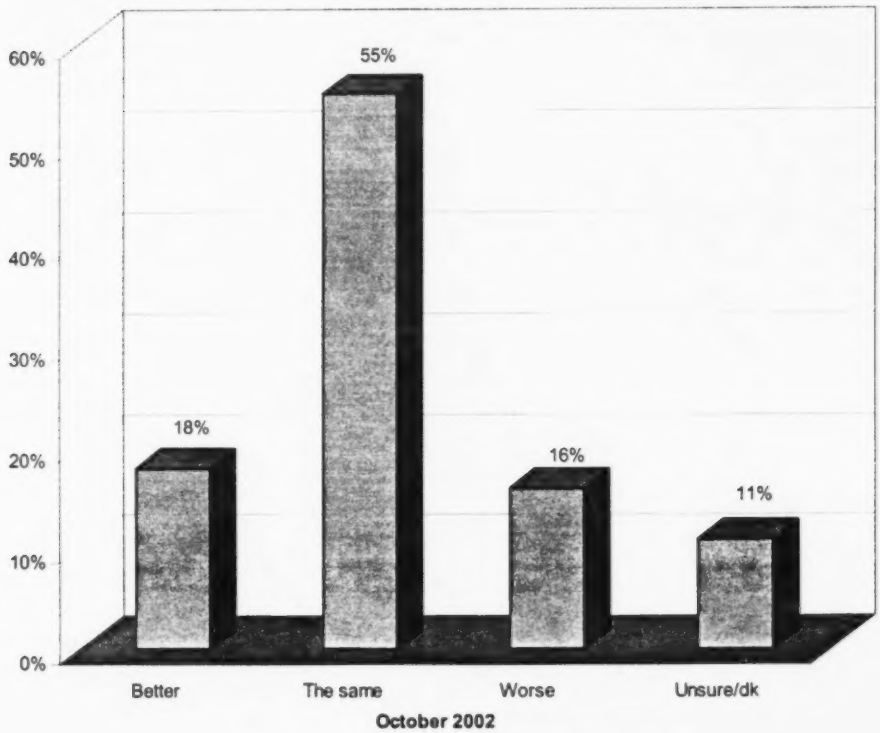
Question 5. During the past three years, do you believe provincial income taxes in Saskatchewan have increased, decreased or stayed the same?



- Approximately 43% of Saskatchewan residents think provincial income taxes in Saskatchewan have increased during the past three years, 30% think they have stayed the same and 21% think provincial taxes have decreased.

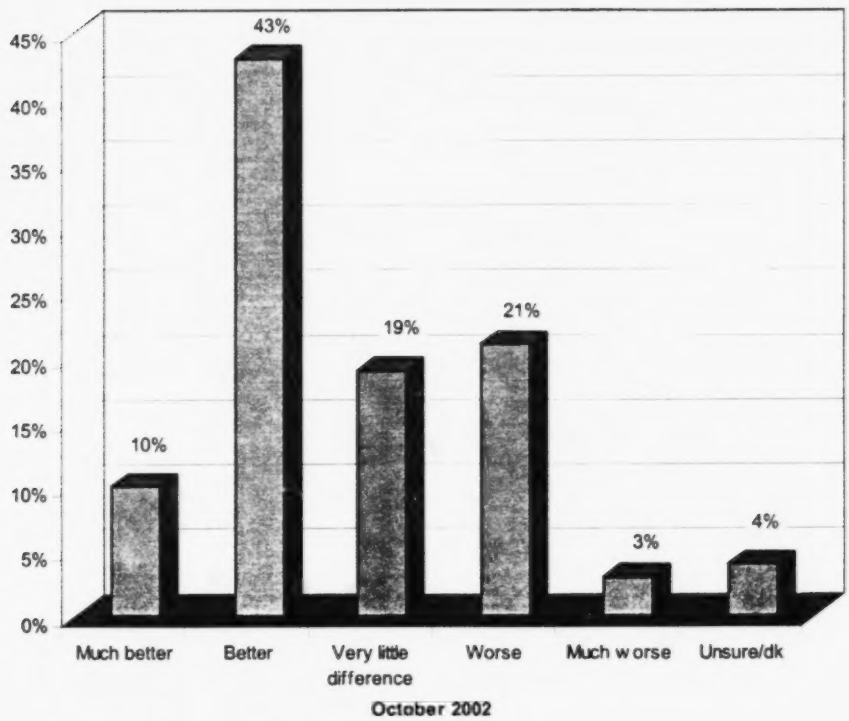
2.0 LEARNING

Question 6. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?



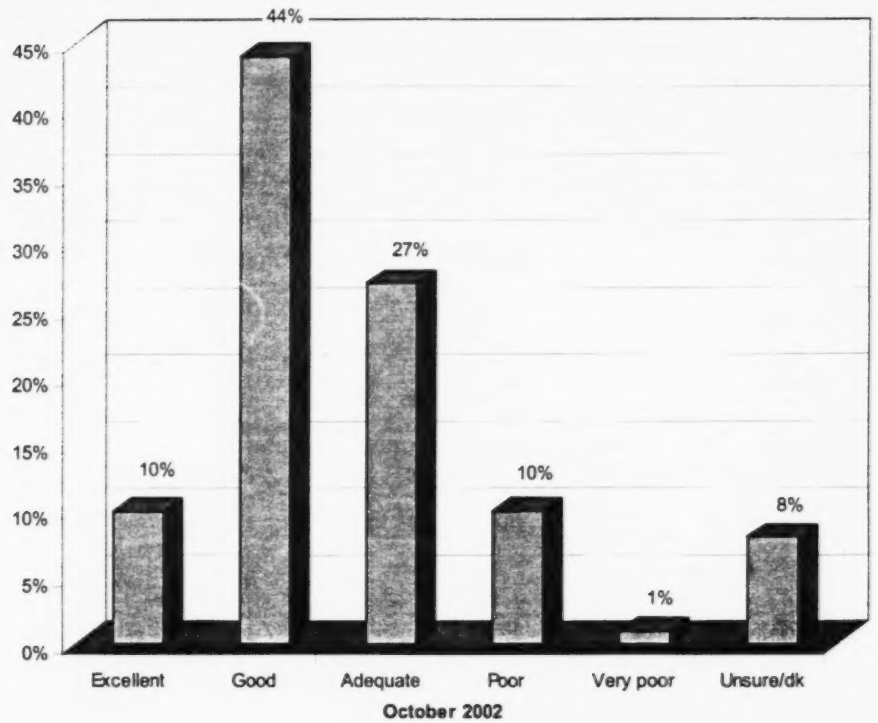
- Approximately three quarters (73%) of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.

Question 7. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little different compared to yours?



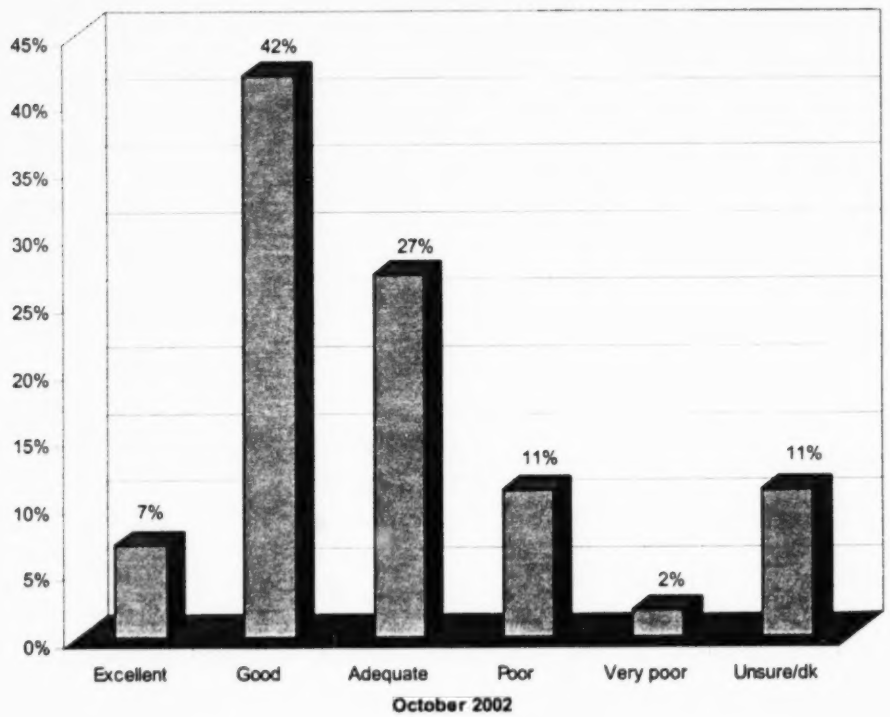
- The majority (53%) of Saskatchewan residents believe students' education today is better than the education they received; 19% believe there is very little difference.

Question 8. Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



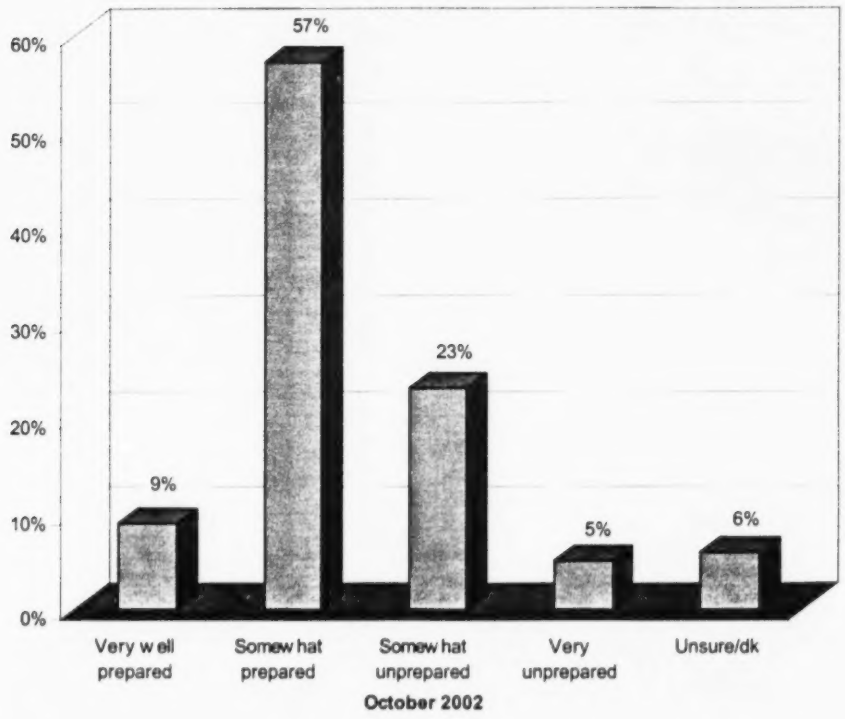
- More than three quarters (81%) of Saskatchewan residents think the quality of elementary education in Saskatchewan is adequate or better; the majority believe that the quality is good or excellent.

Question 9. Do you think the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



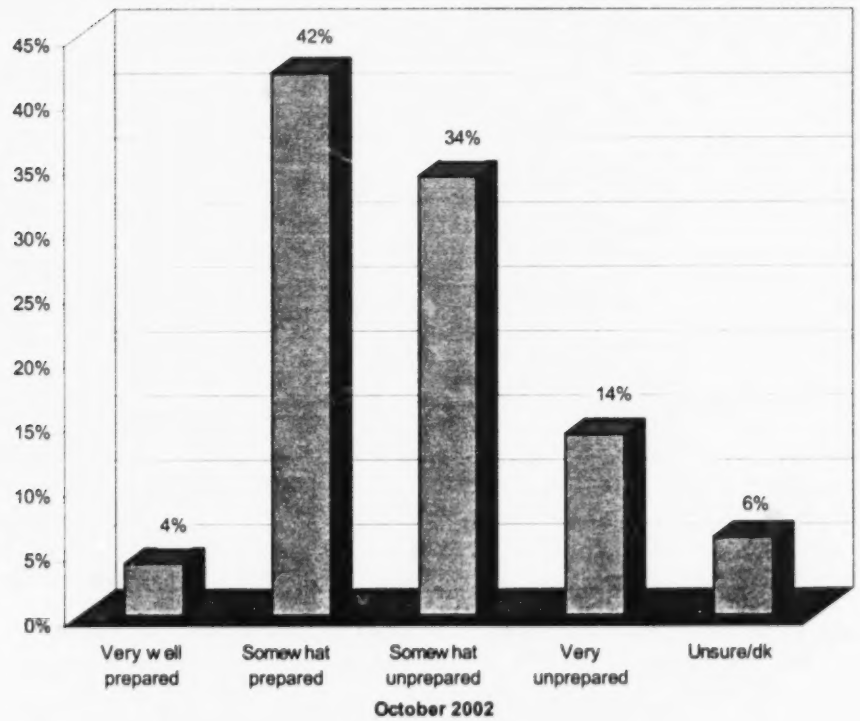
- More than three quarters (76%) of Saskatchewan residents think the quality of secondary or high school education in Saskatchewan is adequate or better.

Question 10. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like colleges or universities? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?



- Approximately two thirds (66%) of residents think Saskatchewan high school students are prepared for entering post-secondary institutions like colleges or universities.

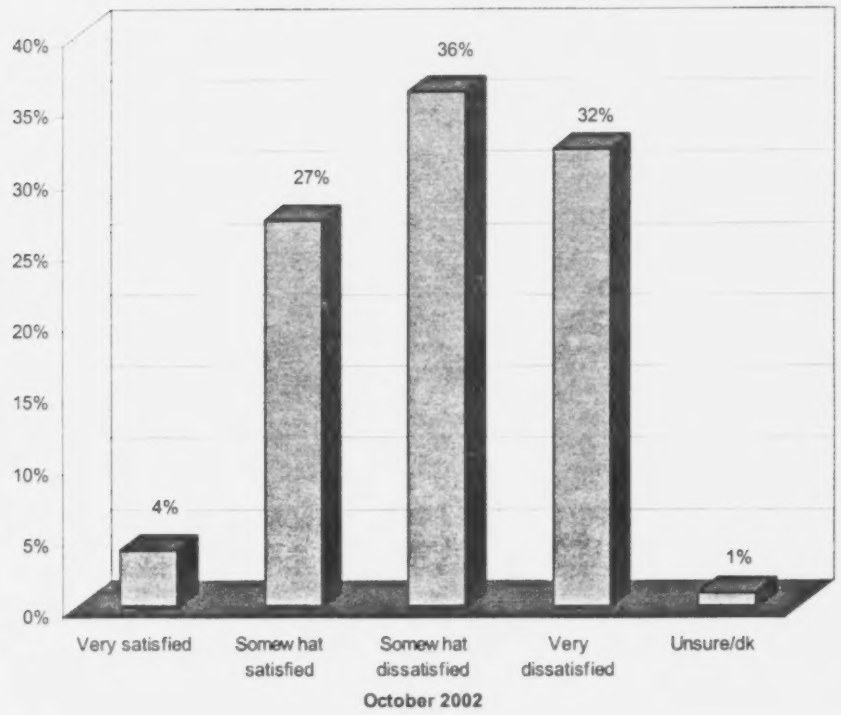
Question 11. How well prepared do you think high school students are for entering the workforce? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?



- Approximately 46% of residents think Saskatchewan high school students are prepared for entering the workforce.

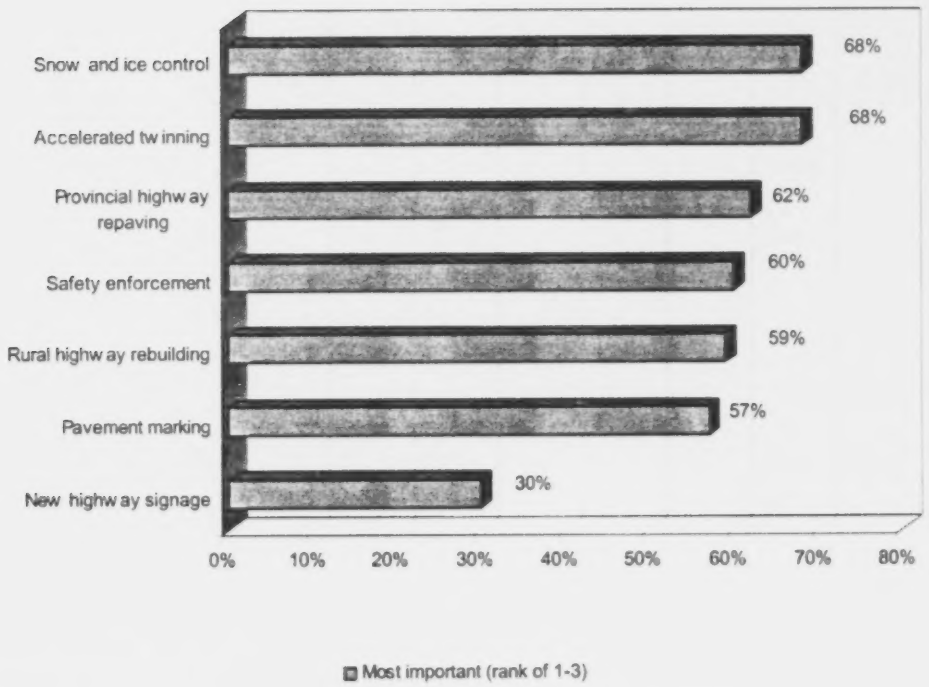
3.0 HIGHWAYS & TRANSPORTATION

Question 12. When you think of the overall provincial highway system, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the system?



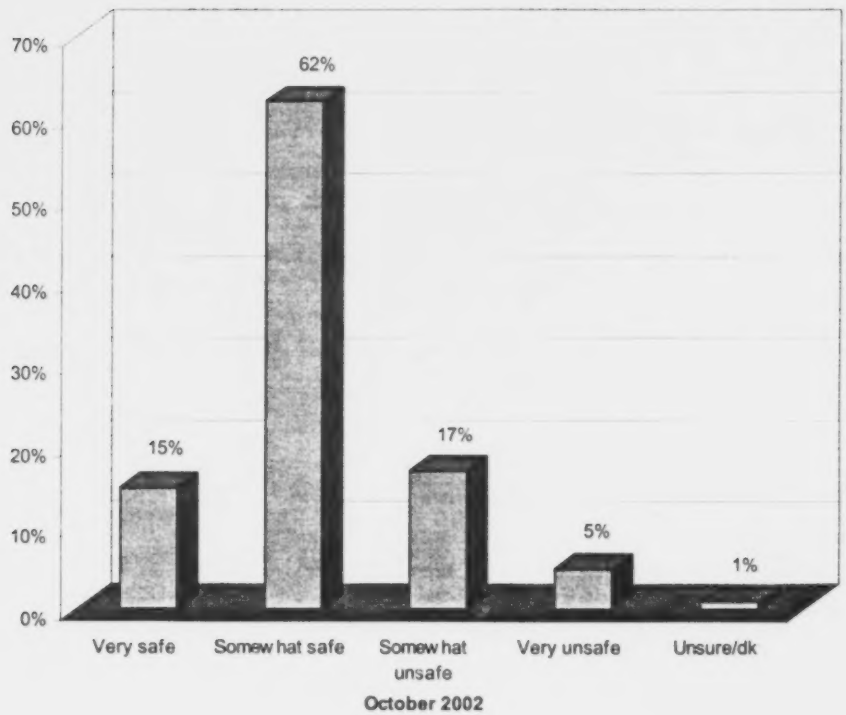
- Approximately one third (31%) of Saskatchewan residents are satisfied with the overall provincial highway system; 68% are at least somewhat dissatisfied.

Question 13. Out of a scale of 1 – 10, with 1 being the most important and 10 being the least important, how important do you rate each of the following: (ROTATE)



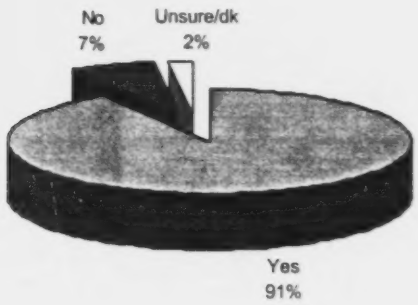
- The majority of Saskatchewan residents rate snow and ice control (68%), accelerated twinning (68%), provincial highway repaving (62%), safety enforcement (60%), rural highway rebuilding (59%) and pavement marking (57%) highly in terms of importance (rank of 1 to 3).

Question 14. Overall, when driving on Saskatchewan's highways do you personally feel very safe, somewhat safe, somewhat unsafe, or very unsafe?



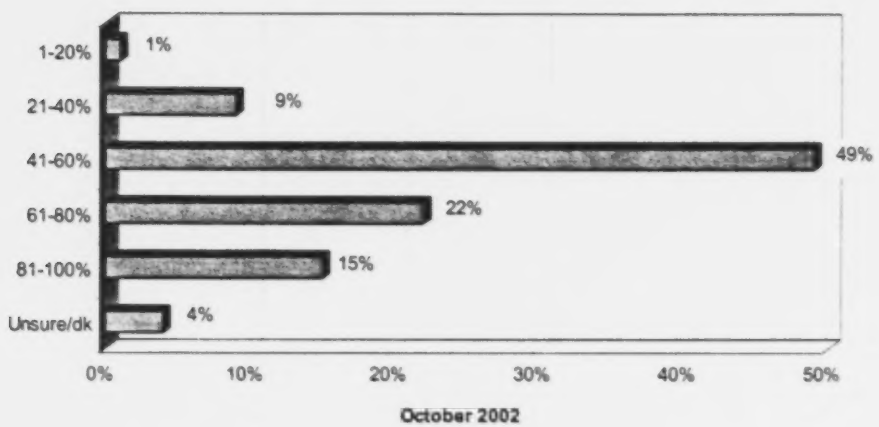
- More than three quarters (77%) of residents feel safe when they are driving on Saskatchewan highways.

Question 15. Recently the federal government has talked about twinning the national highway system from coast to coast. To date, the Saskatchewan government has paid 100 per cent of the twinning costs for the national highways in Saskatchewan. Do you think the federal government should pay for twinning the national highway?



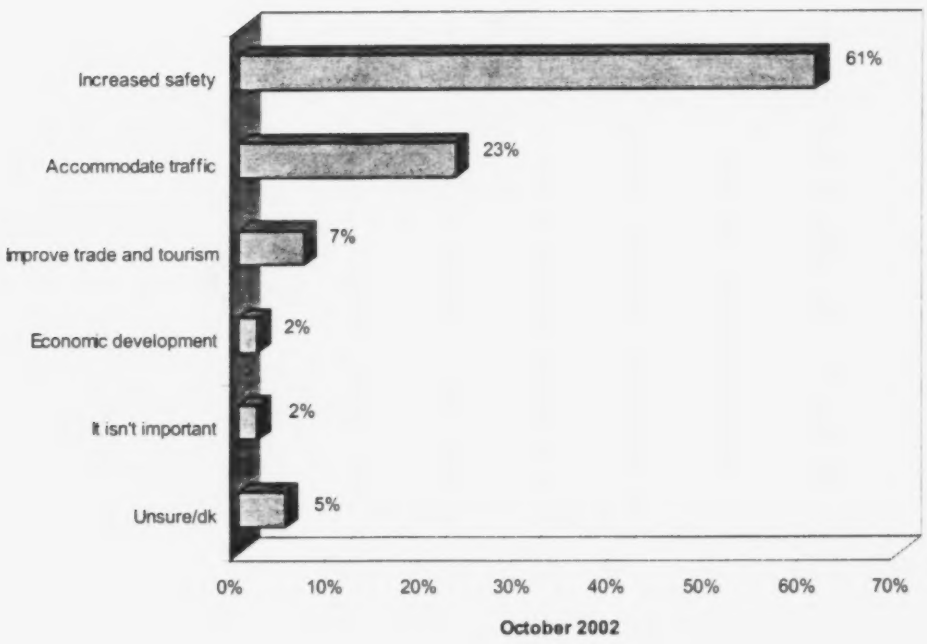
- The large majority (91%) of Saskatchewan residents think the federal government should pay for twinning the national highway.

Question 16. What percentage should the federal government pay?



- The majority of Saskatchewan residents believe the federal government should contribute almost one half or more of the cost for twinning the national highway.

Question 17. Why do you think twinning our national highway system is important to people in Saskatchewan?



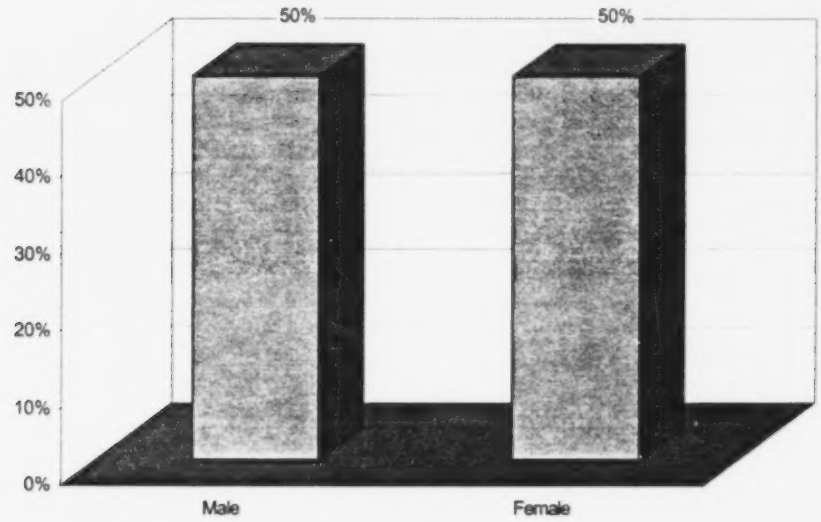
- The majority (61%) of Saskatchewan residents think increased safety is the most important reason to twin the national highway system.

APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

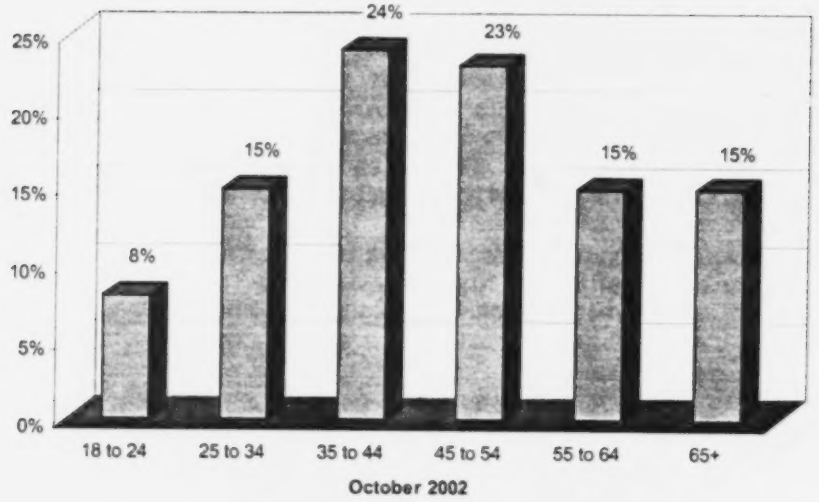
The omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

Survey sample gender distribution



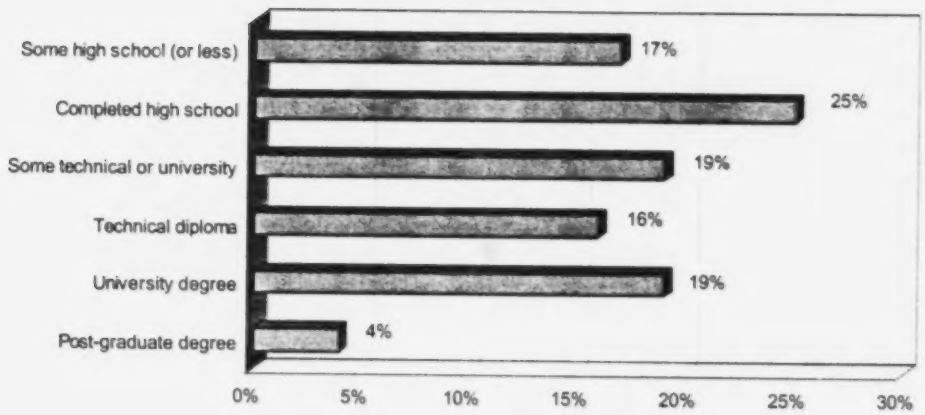
October 2002

Survey sample age distribution



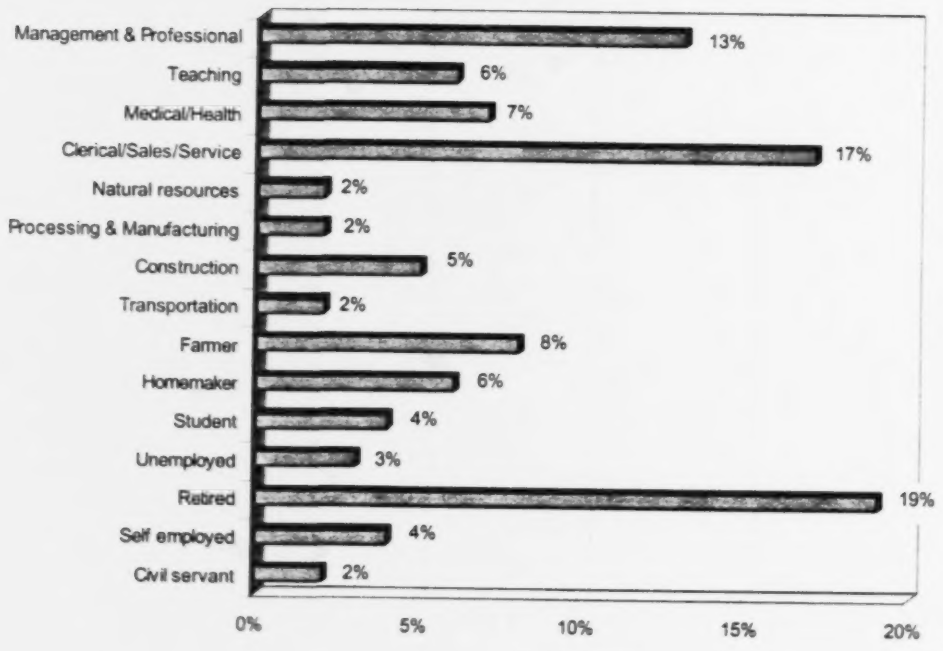
October 2002

Survey sample education distribution



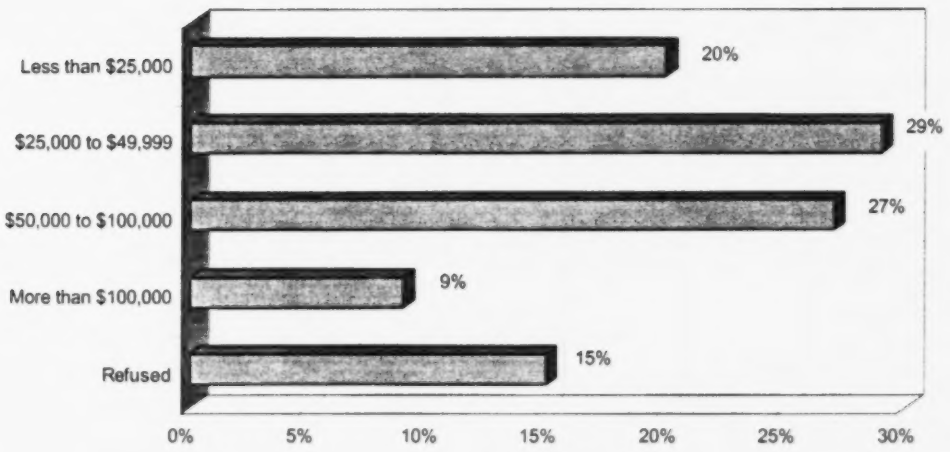
October 2002

Survey sample occupation distribution



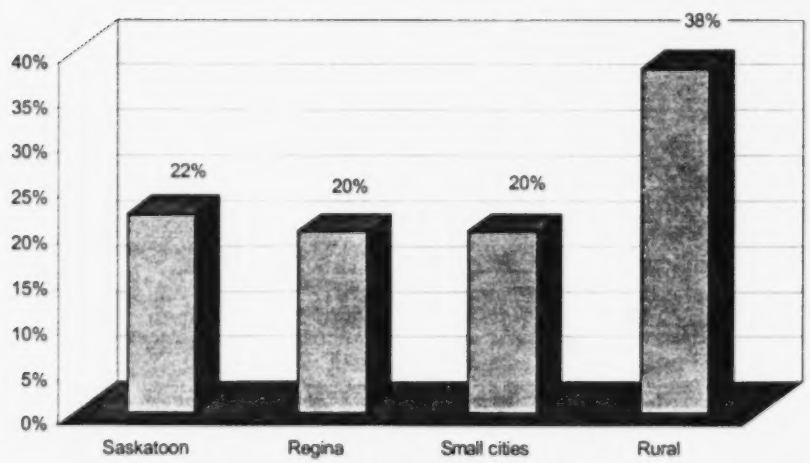
October 2002

Survey sample income distribution



October 2002

Survey sample regional distribution



October 2002

Department/Crown commissioning the work:

Saskatchewan Health

Date: October 2002

Supplier: Sigma Analytics
Data Mining & Research
Regina

Cost: $7,783.00

Data Tables

Attitudes to Questions Arising from Withdrawal of Services
Health Sciences Association of Saskatchewan

The following tables display results from a poll conducted Friday October 11 and Saturday October 12, 2002. Telephone interviews were completed with 598 individuals from a random sample which, province-wide, would produce data with a margin of error of 4%, 19 times out of 20. Margins for individual questions vary based on response rates for that question.

In the following tables, "Percent" refers to the proportion of the total sample represented by those who gave any particular response. "Valid Percent " refers to the proportion calculated after non-respondents or those who were not asked because of a skip pattern have been excluded from the denominator.

Health Sciences Association Services Withdrawal – October 2002

Question 1: The Health Sciences Association is a union that represents 2,500 professional health workers. They have been on strike since September 18. Do you believe the government should legislate the striking employees back to work?

		Frequency	Percent	Valid Percent
Valid	Yes	303	50.7%	**56.0%**
	No	238	39.8%	**44.0%**
	Total	541	90.5%	**100.0%**
Missing	DK	52	8.7%	
	NR	5	0.8%	
	Total	57	9.5%	
Total		598	100.0%	

Question 2: When would you say the government <u>should</u> legislate the employees back to work?

		Frequency	Percent	Valid Percent
Valid	Never	47	7.9%	**21.5%**
	If no negotiation	56	9.4%	**25.6%**
	If severely at risk	116	19.4%	**53.0%**
	Total	219	36.6%	**100.0%**
Missing	DK	9	1.5%	
	NR	10	1.7%	
	System	360	60.2%	
	Total	379	63.4%	
Total		598	100.0%	

Question 3: The Health Sciences Association represents a variety of health professions. If the government introduces back-to-work legislation, should it include:

		Frequency	Percent	Valid Percent
Valid	Only hospital/emergency	171	28.6%	**31.5%**
	Employees and others	371	62.0%	**68.5%**
	Total	542	90.6%	**100.0%**
Missing	DK	49	8.2%	
	NR	6	1.0%	
	System	1	0.2%	
	Total	56	9.4%	
Total		598	100.0%	

Question 4: The employer is offering wage increases to Health Sciences workers that average 21% over four years. Do you consider the offer to be:

		Frequency	Percent	Valid Percent
Valid	Reasonable	359	60.0%	**66.9%**
	Too low	98	16.4%	**18.2%**
	Too high	80	13.4%	**14.9%**
	Total	537	89.8%	**100.0%**
Missing	DK	54	9.0%	
	NR	7	1.2%	
	Total	61	10.2%	
Total		598	100.0%	

Question 5: How confident are you that the health system will be able to provide the care you or your family may need if the strike continues?

		Frequency	Percent	Valid Percent
Valid	Very confident	53	8.9%	**9.2%**
	Somewhat confident	146	24.4%	**25.4%**
	Somewhat unconfident	149	24.9%	**25.9%**
	Not confident at all	227	38.0%	**39.5%**
	Total	575	96.2%	**100.0%**
Missing	DK	19	3.2%	
	NR	4	0.7%	
	Total	23	3.8%	
Total		598	100.0%	

Department/Crown commissioning the work:

Executive Council

Date: November 2002

Supplier: Fast Consulting
Saskatoon

Cost: $17,700.00

Omnibus
Provincial Public Opinion Survey

Prepared for:

Saskatchewan Executive Council
113 Legislative Building
Regina, Saskatchewan
S4S 0B3

Submitted by:

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November 2002

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EXECUTIVE SUMMARY

- In November 2002, federal issues that Saskatchewan residents tend to be most concerned with include health care, international issues, the economy and jobs and unemployment.

- Provincial issues that Saskatchewan residents tend to be most concerned with include agriculture, health care, jobs and unemployment and the economy.

- More than two thirds of residents give the areas of training and recruitment of health care professionals, attracting private investment in Saskatchewan's economy to create jobs and building and maintaining highways the highest rankings in terms of their having great value to the province.

- The majority of residents also give relatively high rankings for programs for disadvantaged children, air ambulance service, housing programs for senior citizens and low-income families, provision of crop insurance programs cost-shared with farmers, environmental protection and funding for construction of school, university and training facilities.

- Three quarters of residents think the post-secondary education and training system in Saskatchewan is the same or better than that of the rest of the country. The majority of residents think the quality of Saskatchewan's post-secondary education and training is good or excellent. More than three quarters of residents think the system does an adequate or better job of meeting their needs with information about its programs and services.

- The majority of Saskatchewan residents would go directly to post-secondary institutions in order to get information about post-secondary education and skills training opportunities in Saskatchewan.

- A plurality of Saskatchewan residents would search the Internet for career information. A plurality of residents also indicate they would search the Internet for information about job opportunities or to find workers.

- More than one third of Saskatchewan residents indicate they or one of their immediate family members have taken credited post-secondary education in the past year; the large majority took the education on campus at a Saskatchewan institution. The primary reason for taking the education is to gain new job related skills.

- More than three quarters of residents think the bus service provided by the Saskatchewan Transportation Company is important to their community and the majority of residents think a passenger and freight transportation system to rural Saskatchewan communities is a public policy initiative that the provincial government should fund.

METHODOLOGY

Fast Consulting conducted the November 2002 public opinion survey for the Government of Saskatchewan with a representative sample of the Saskatchewan population. The November Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- learning; and
- Saskatchewan Transportation Corporation.

Questions for the survey were provided by various departments within the Government of Saskatchewan and assembled into an interview format by Fast Consulting. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 1,032 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

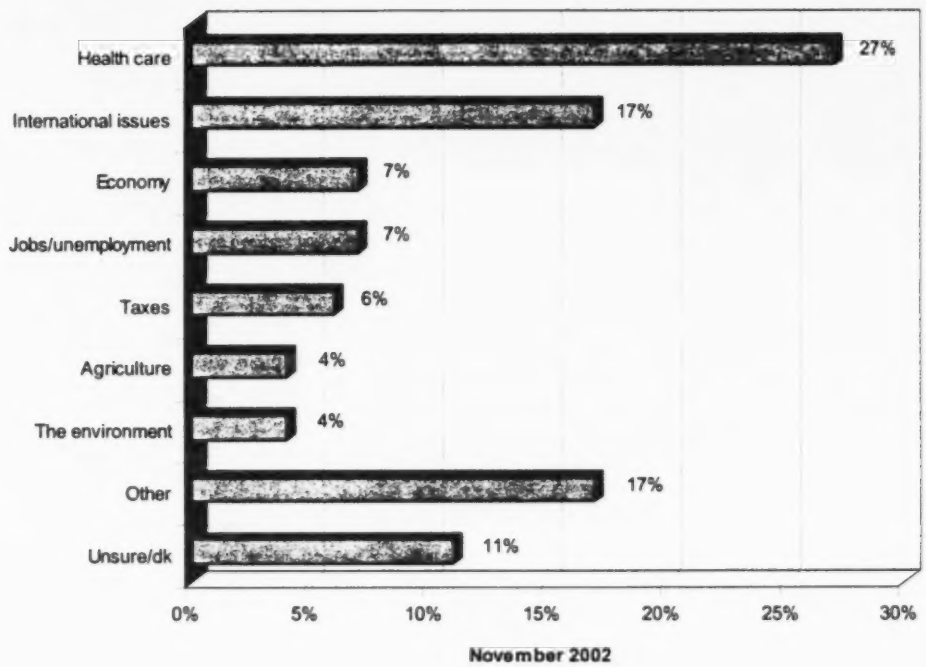
One thousand and thirty two residents of the province were interviewed between Tuesday, November 12 and Monday, November 25, 2002. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Fast Consulting's in-house professional public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 1,032 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Fast Consulting designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

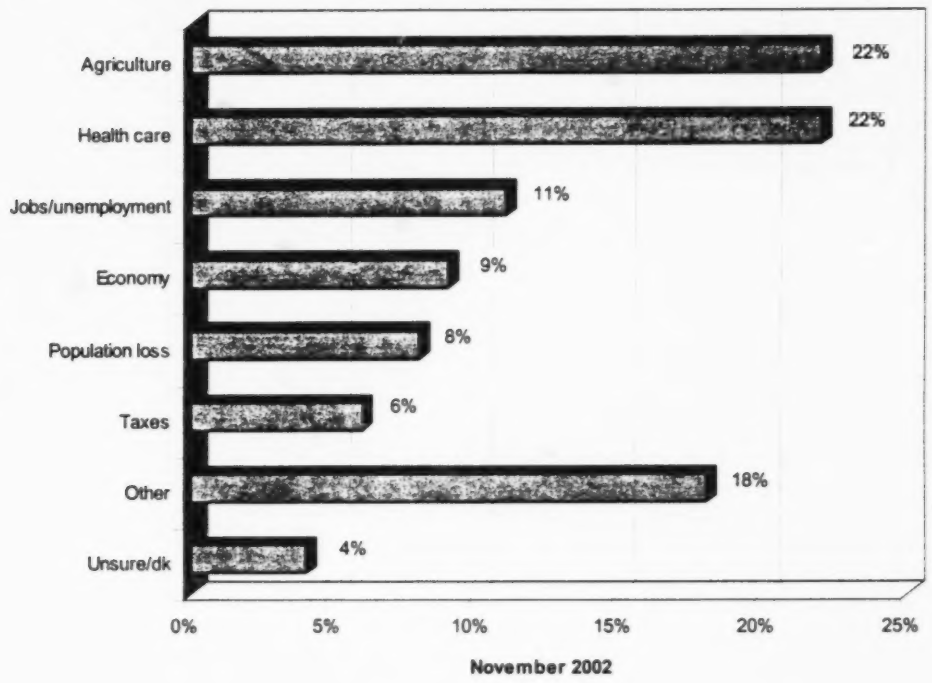
1.0 GENERAL ISSUES

Question 1. What do you think is the most important issue facing Canada today?



- According to 27% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include international issues (17%), the economy (7%), jobs and unemployment (7%), federal taxes (6%), agriculture (4%) and the environment (4%).
- Approximately 17% of residents are primarily concerned with 'other' issues such as the federal government in general (6%), moral, social and religious issues (2%), crime and poverty (2%), Native issues (1%) and education (1%).

Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 22% of Saskatchewan residents, is agriculture; another 22% of residents are concerned primarily with health care. Approximately 11% are primarily concerned with jobs and unemployment, 9% with the provincial economy, 8% with population loss and 6% with provincial taxes.

- Included among 'other' important issues identified by 18% of residents are the provincial government in general (4%), Native issues (3%), business and industry (2%), crime and poverty (1%), moral, social and religious issues (1%), education (1%) and highways and transportation (1%).

Question 3. I am going to list a number of services provided by the provincial government. I would like to know how valuable you believe these services are, not just to you personally, but to the people of Saskatchewan. Please rank the degree of value on a scale of 1 to 5 with 1 being of little or no value and 5 being of great value.

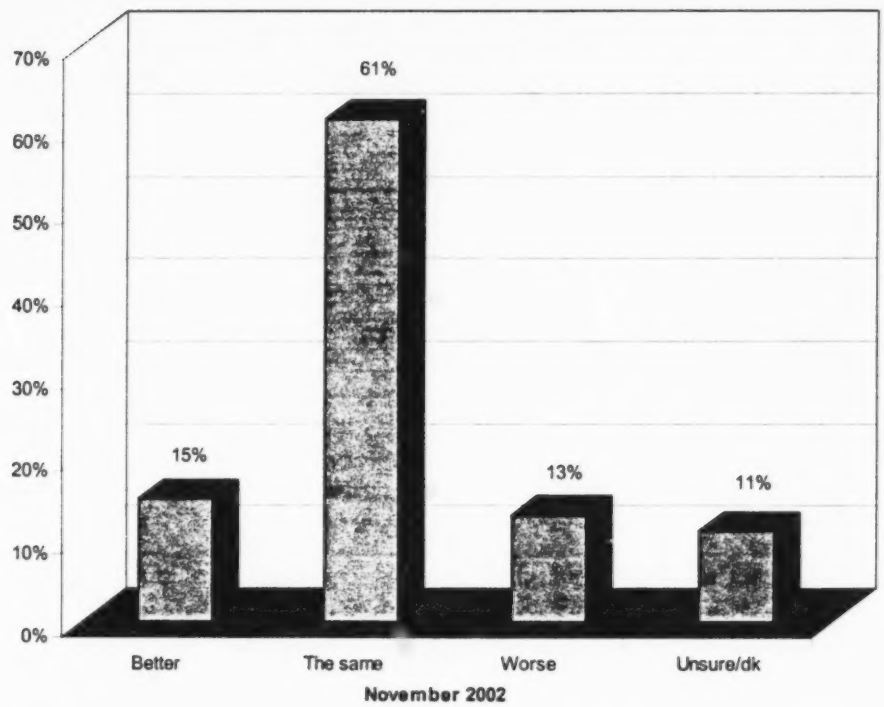
	Valuable (rank of 4-5)
Support for training and recruitment of health care professionals	76%
Attracting private investment in Saskatchewan's economy to create new jobs	74%
Building and maintaining highways	73%
Support programs for disadvantaged children	66%
Air ambulance service	62%
Housing programs for senior citizens and low-income families	61%
Provision of crop insurance programs, cost-shared with farmers	59%
Environmental protection	57%
Funding for construction of school, university and training facilities	56%
Support for community groups that provide recreation and cultural programs	33%

- More than two thirds of residents give the areas of training and recruitment of health care professionals (76%), attracting private investment in Saskatchewan's economy to create jobs (74%) and building and maintaining highways (73%) the highest rankings in terms of their having great value to the province.

- The majority of residents also give relatively high rankings for programs for disadvantaged children (66%), air ambulance service (62%), housing programs for senior citizens and low-income families (61%), provision of crop insurance programs cost-shared with farmers (59%), environmental protection (57%) and funding for construction of school, university and training facilities (56%).

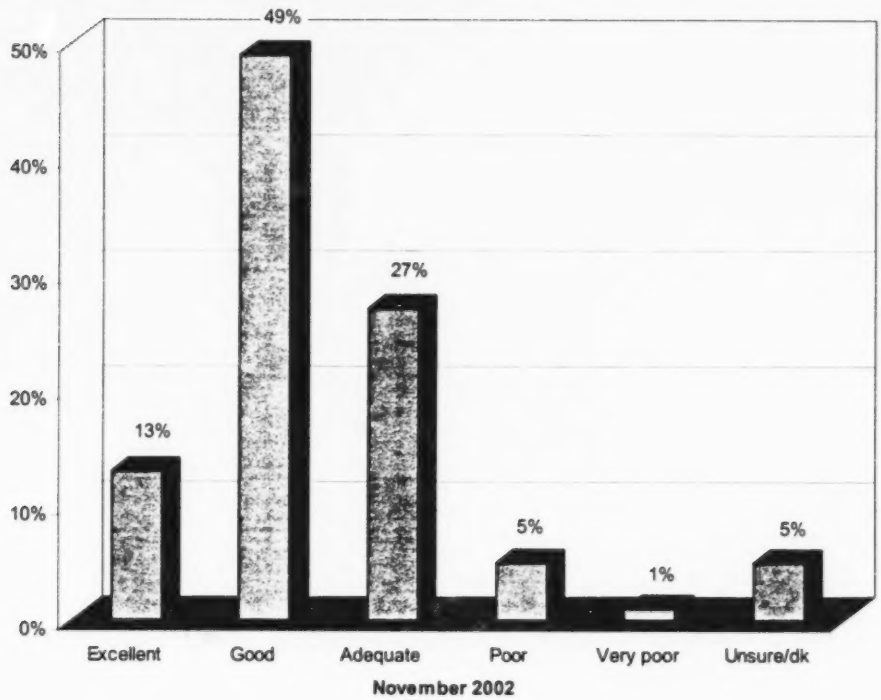
2.0 LEARNING

Question 4. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?



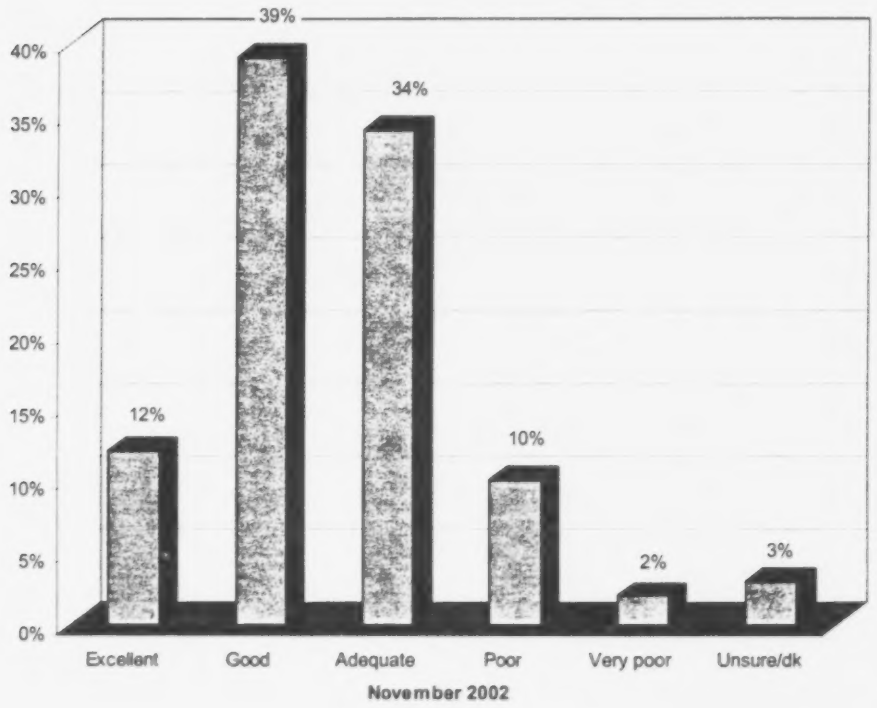
- Approximately three quarters (76%) of residents think the post-secondary education and training system in Saskatchewan is the same or better than that of the rest of the country.

Question 5. Do you think the quality of Saskatchewan's post-secondary education and training is generally excellent, good, adequate, poor or very poor?



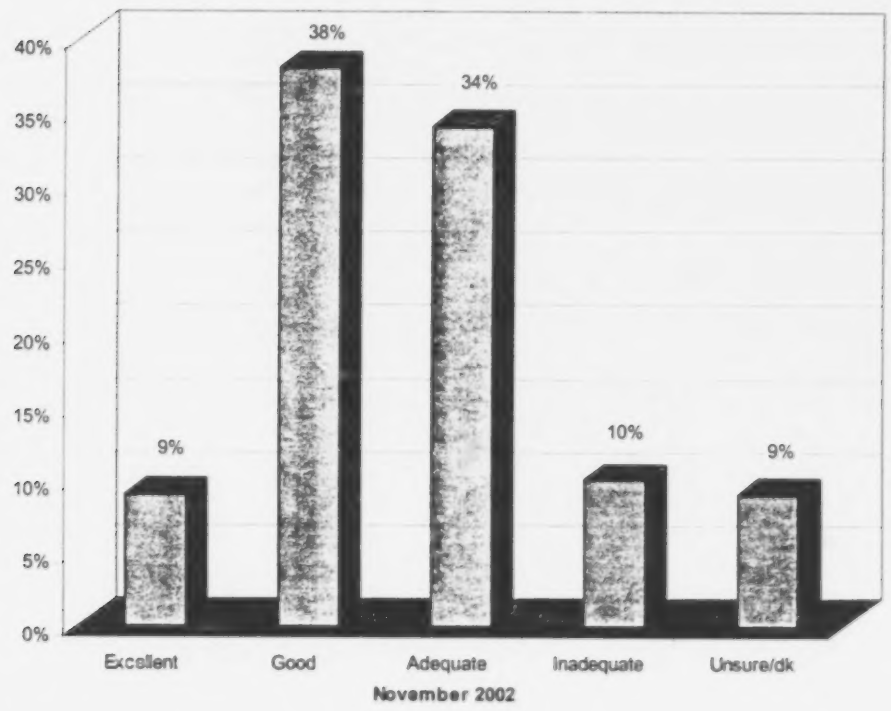
- The majority (62%) of Saskatchewan residents think the quality of Saskatchewan's post-secondary education and training is good or excellent.

Question 6. How would you rate your level of awareness of Saskatchewan's post-secondary education and training system? Would you say it is excellent, good, adequate, poor or very poor?



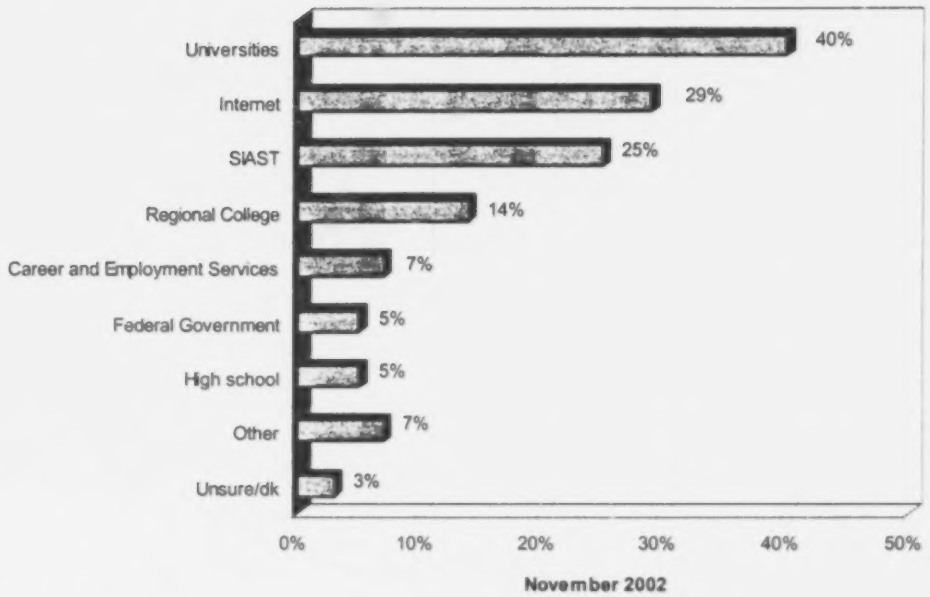
- The large majority (85%) of residents think their awareness of Saskatchewan's post-secondary education and training system is adequate or better.

Question 7. How well does the post-secondary education and training system in Saskatchewan meet your needs for information about its programs and services?



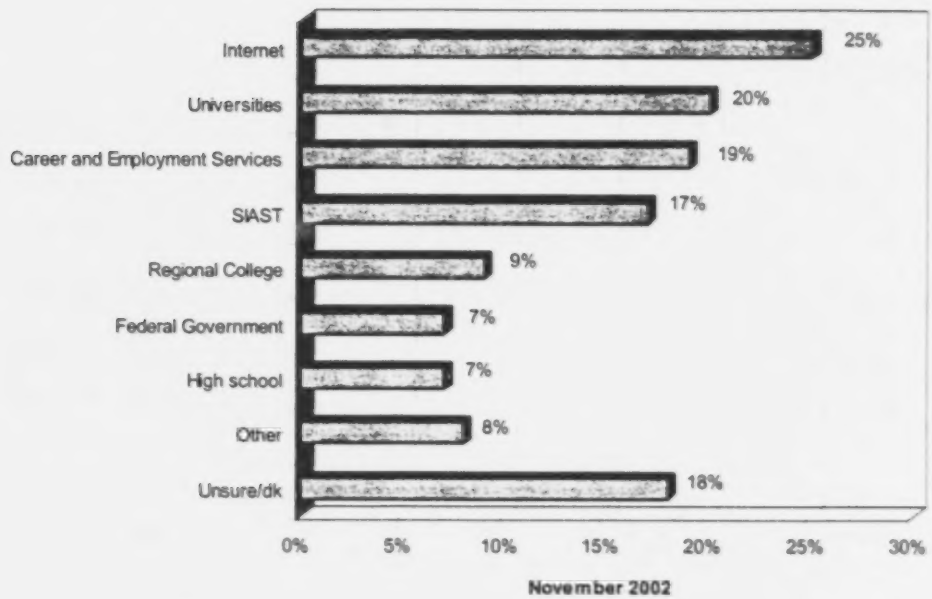
- More than three quarters (81%) of residents think the post-secondary education and training system in Saskatchewan does an adequate or better job at meeting their needs for information about its programs and services.

Question 8. Where would you go to get information about post-secondary education and training opportunities in Saskatchewan?



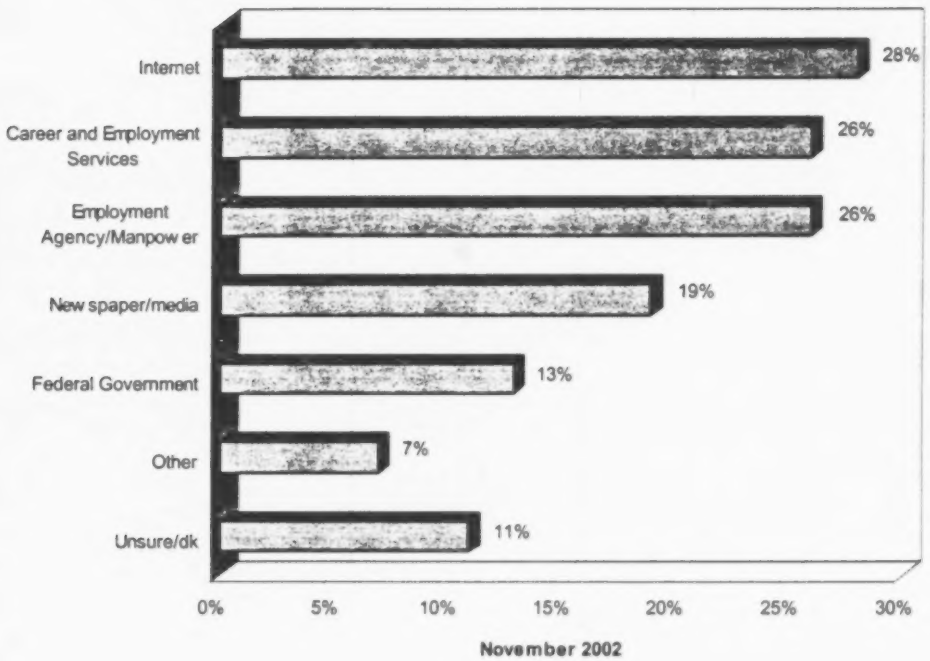
- The majority of Saskatchewan residents would go directly to post-secondary institutions in order to get information about post-secondary education and skills training opportunities in Saskatchewan.
- Almost one third (29%) of Saskatchewan residents would go to the Internet for information.

Question 9. Where would you go for career information?



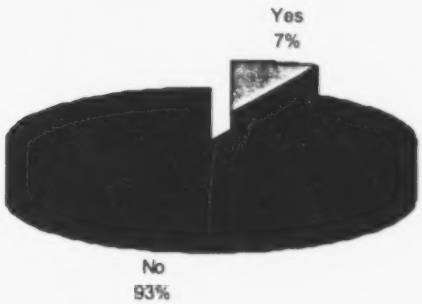
- A plurality of Saskatchewan residents (25%) would search the Internet for career information, 20% would go to a university, 19% would get information from Career and Employment Services and 17% would go to SIAST.

Question 10. Where would you go for information about job opportunities or to find workers?



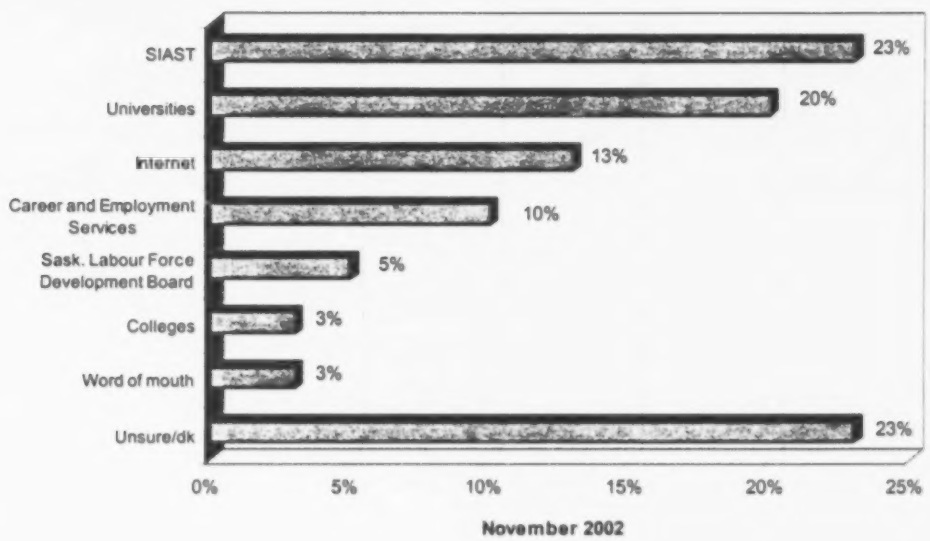
- A plurality of Saskatchewan residents (28%) also indicate they would search the Internet for information about job opportunities or to find workers.
- Others would go to Career and Employment Services (26%) and an employment agency or Manpower (26%) if they were looking for information about job opportunities or to find workers.

Question 11. Have you heard of Prior Learning Assessment and Recognition, or P.L.A.R?



- Approximately 7% of Saskatchewan residents have heard of Prior Learning Assessment and Recognition (P.L.A.R.).

Question 12. Where would you go to get more information about P.L.A.R?

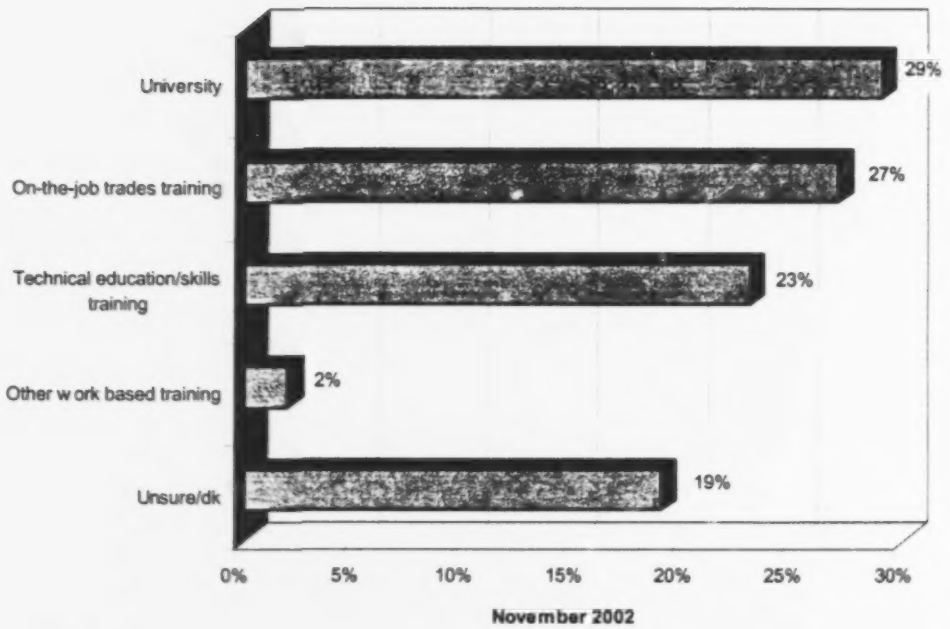


- Approximately one quarter (23%) of those who have heard of P.L.A.R. indicate they would go to SIAST to get more information (2% of all respondents) and 20% would go to a university (1% of all respondents).

Question 13. Have you, or someone you know, used the P.L.A.R. process?

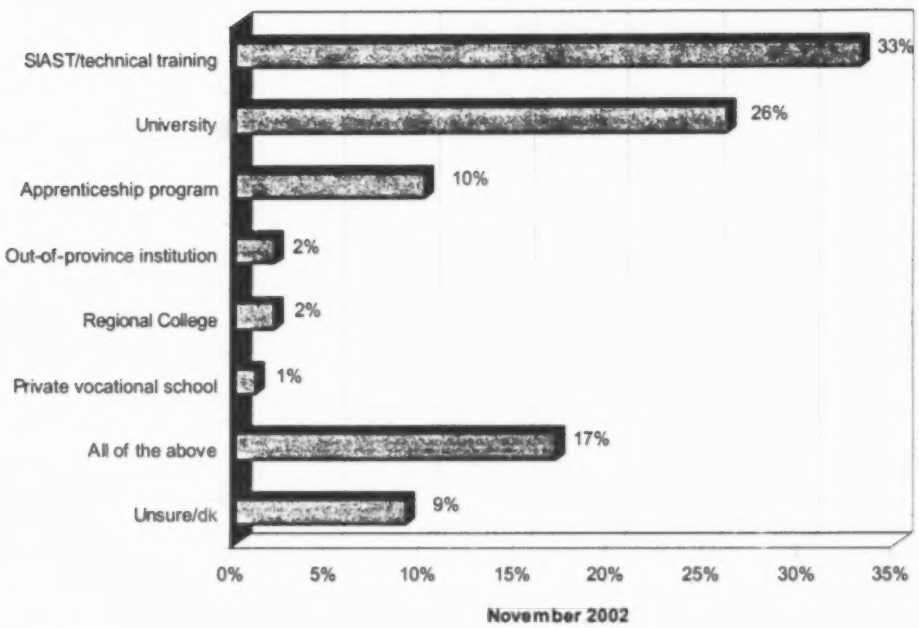
- Approximately one third (31%) of those residents who have heard of P.L.A.R. indicate they or someone they know has used the process (2% of all respondents).

Question 14. If you were advising a young person today, would you recommend they choose technical education and skills training, on-the-job trades training through apprenticeship, other work-based training, or university?



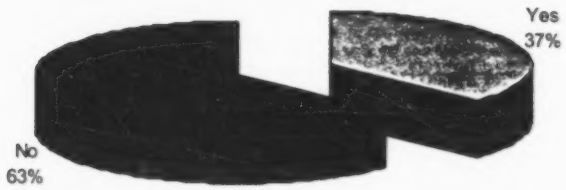
- Approximately 29% of Saskatchewan residents would recommend university if they were advising a young person today, 27% would recommend on-the-job trades training and 23% would recommend technical education and skills training.

Question 15. Which institution would you suggest they attend? Would you recommend SIAST/Technical training, university, apprenticeship programs, out-of-province institution, regional college, private vocational school or all of the above?



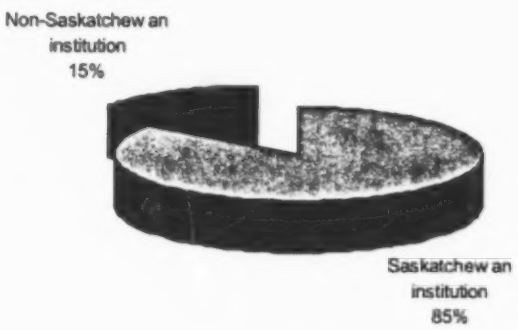
- If they were advising a young person today, one third (33%) of Saskatchewan residents would recommend they attend SIAST or technical training school and 26% would recommend they attend university.

Question 16. In the past year, have you or one of your immediate family taken credited post-secondary education?



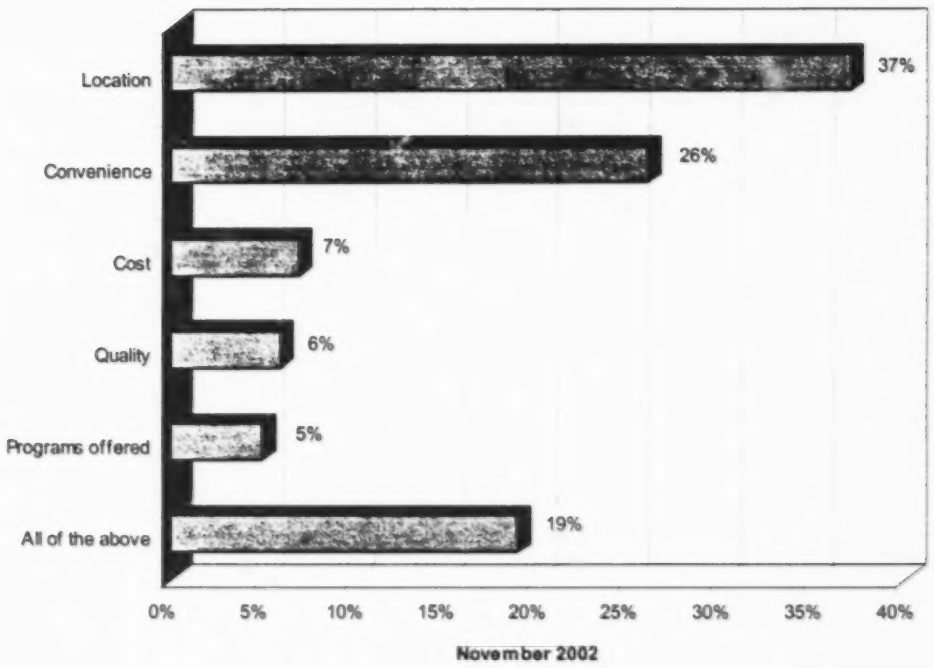
- More than one third (37%) of Saskatchewan residents indicate they or one of their immediate family members has participated in some type of credited post-secondary education.

Question 17. Was this education from a Saskatchewan or a non-Saskatchewan institution?



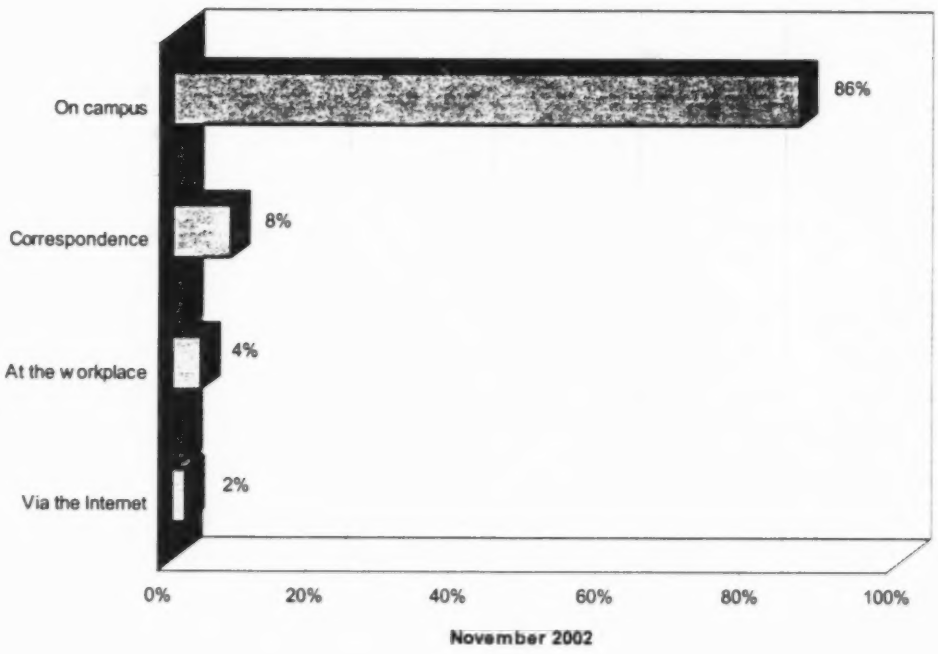
- Of those residents who indicate they or an immediate family member have taken credited post-secondary education, the large majority (85%) did so through a Saskatchewan institution.

Question 18. Did you or your family member choose a Saskatchewan institution because of cost, convenience, location, quality or other reasons? (ROTATE)



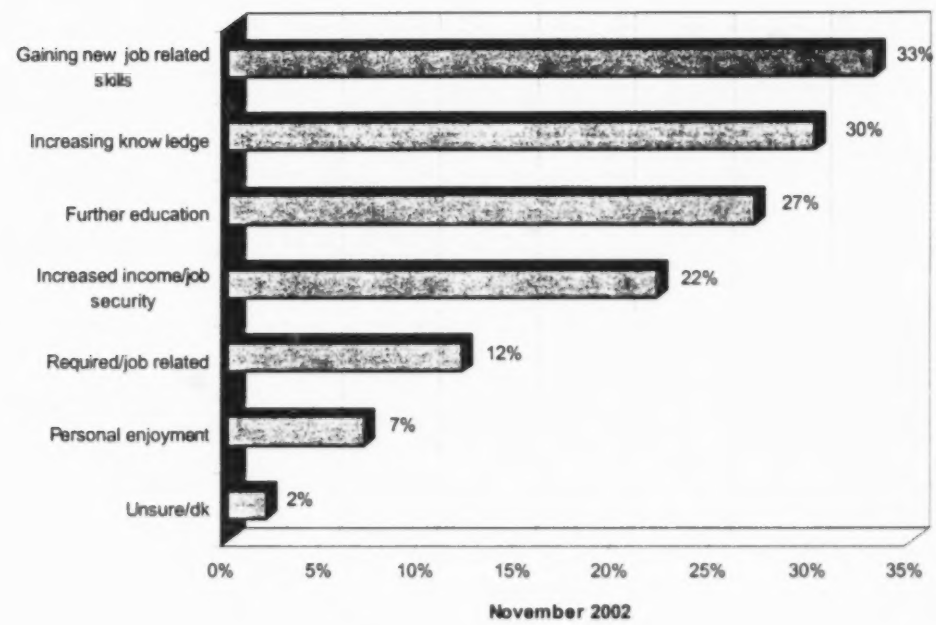
- More than one third (37%) of those who chose a Saskatchewan institution for credited post-secondary education did so because of location (12% of all respondents) and 26% chose a Saskatchewan institution because of convenience (8% of all respondents).

Question 19. Did you or your family member take this training/education in person at a campus location, through correspondence, at the workplace or via the Internet?



- The large majority (86%) of those residents who indicate they or an immediate family member have taken credited post-secondary education took the training in person at a campus location (32% of all respondents).

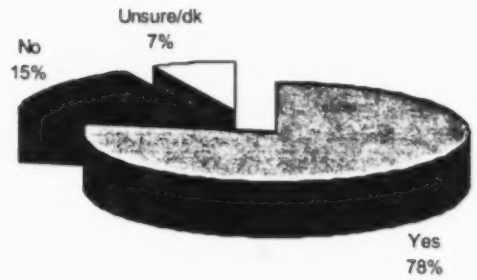
Question 20. What were the primary reasons for your participation in post-secondary education? Was it for increased knowledge/skills, increased income and/or job security, personal enjoyment, gaining new job related skills, required/job related, further education or other reasons? (ROTATE)



- One third (33%) of those residents who indicate they or an immediate family member have taken credited post-secondary education did so to gain new job related skills (12% of all respondents), 30% say it was to increase their knowledge (11% of all respondents) and 27% say the primary reason was to further their education (10% of all respondents).

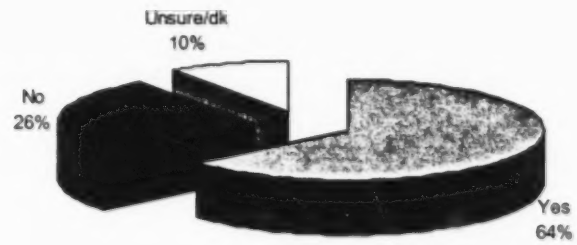
3.0 SASKATCHEWAN TRANSPORTATION CORPORATION

Question 21. Do you think the bus service provided by the Saskatchewan Transportation Company is important to your community?



- More than three quarters (78%) of residents think the bus service provided by the Saskatchewan Transportation Company is important to their community.

Question 22. Is providing a passenger and freight transportation system to rural Saskatchewan communities a public policy initiative that the provincial government should fund?



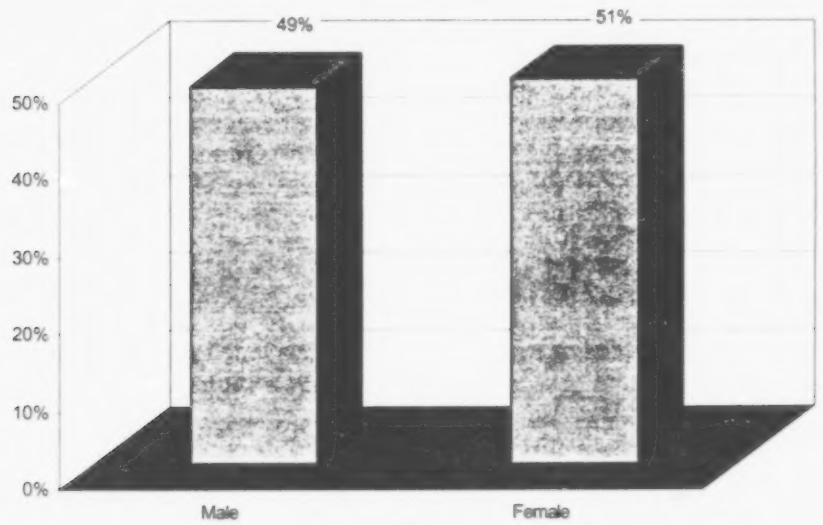
- The majority (64%) of Saskatchewan residents think a passenger and freight transportation system to rural Saskatchewan communities is a public policy initiative that the provincial government should fund.

APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

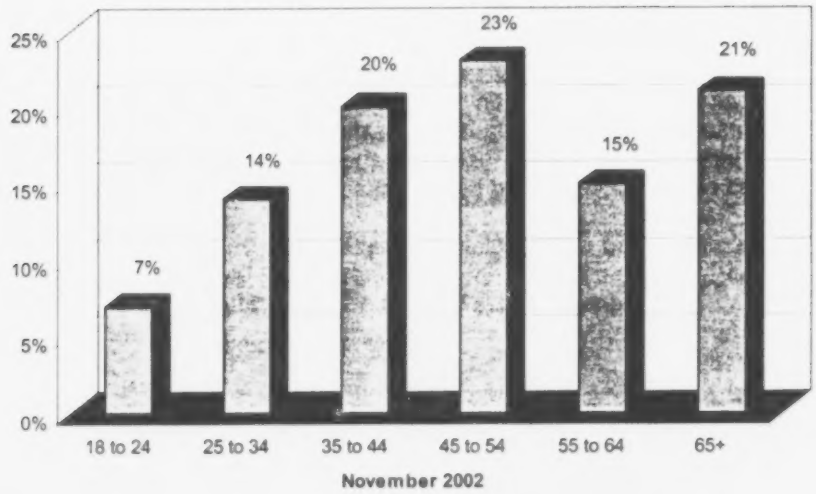
The omnibus survey sample size of 1,032 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

Survey sample gender distribution

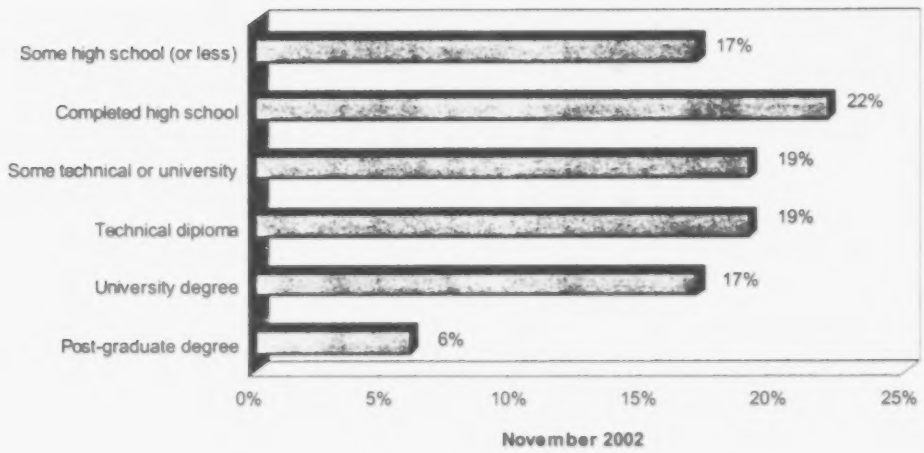


November 2002

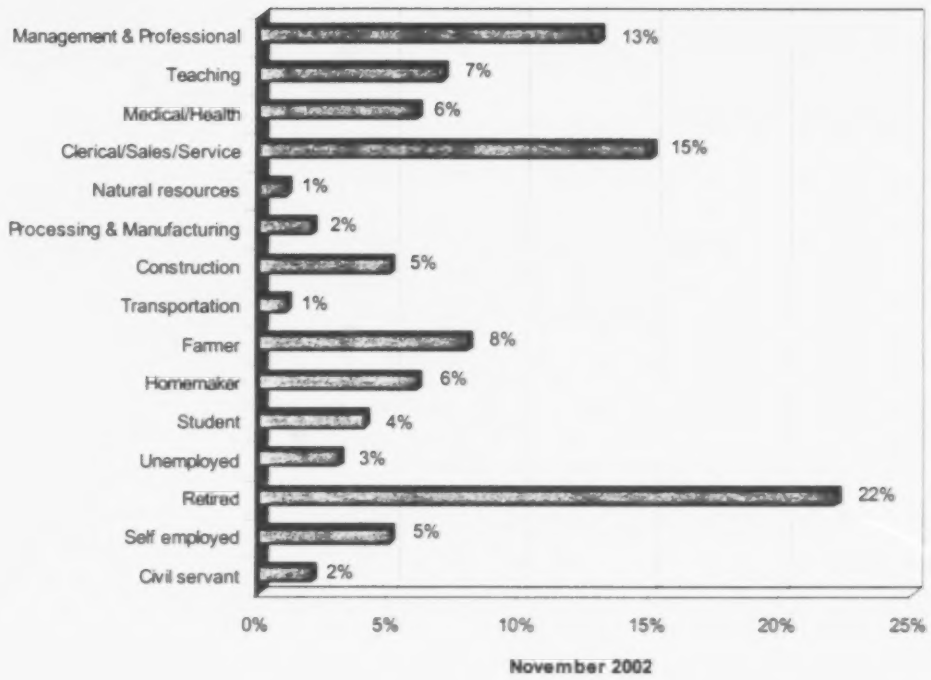
Survey sample age distribution



Survey sample education distribution

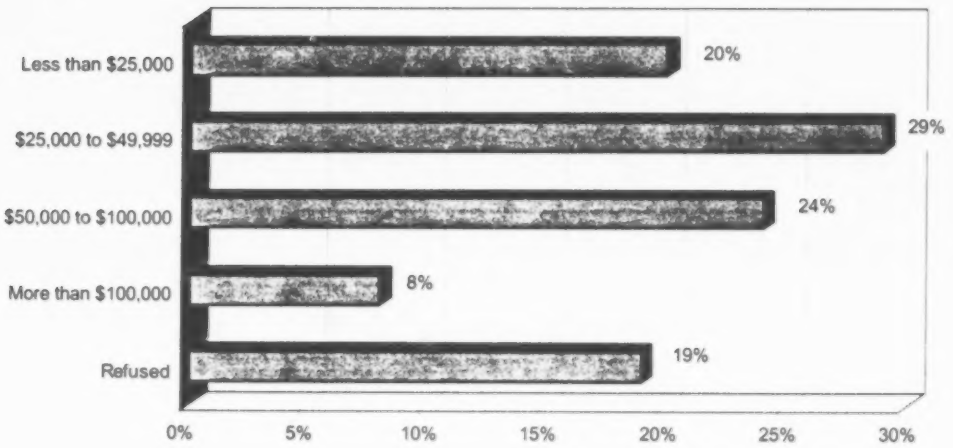


Survey sample occupation distribution



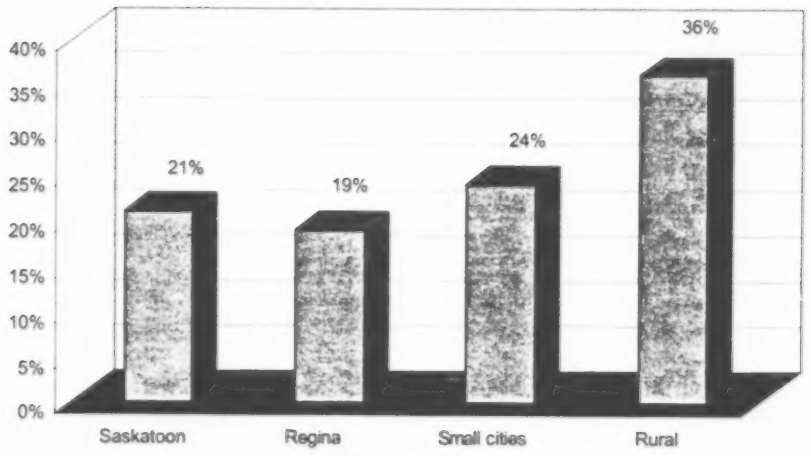
November 2002

Survey sample income distribution



November 2002

Survey sample regional distribution



November 2002

Department/Crown commissioning the work:

Industry & Resources

Date: December 2002

Supplier: Arcas Group Inc.
Regina

Cost: $16,573.50

Saskatchewan Industry and Resources

"Our Future is Wide Open"
Opinion Poll

Objectives

- Conduct a public opinion poll on the impact of "Our Future is Wide Open" advertising campaign
- Provide data that quantifies: advertising recall, emotions, key messaging, impressions and impacts of the advertising campaign

The Poll

- Phone poll
- Conducted December 10-14, 2002 between 5-9 PM
- Sample of Saskatchewan households was drawn by simple random sampling
- 670 surveys were completed
- 15 questions in total-two open ended
- The results from a sample of this size are considered accurate within plus or minus 5% points, 99 times out of 100. (99% confidence level with a ± 5% margin of error)

Key Findings

- 57.98 % of adults in Saskatchewan indicated that they were aware of the "Future is Wide Open Campaign"
- 90.5% of respondents, who recalled hearing or seeing the advertising, said they saw it on television, while 29.36% said they heard the advertising on radio
- 46.43% of respondents saw or heard the advertising more than 10 times
- 69.97% of respondents indicated that the key message recalled was "Saskatchewan is a great place to live, work and play"
- 32.6% of respondents indicated recalling the key message, "Saskatchewan has a strong economy"
- 20.33% of total respondents agreed that they learned something new about Saskatchewan from the advertisements

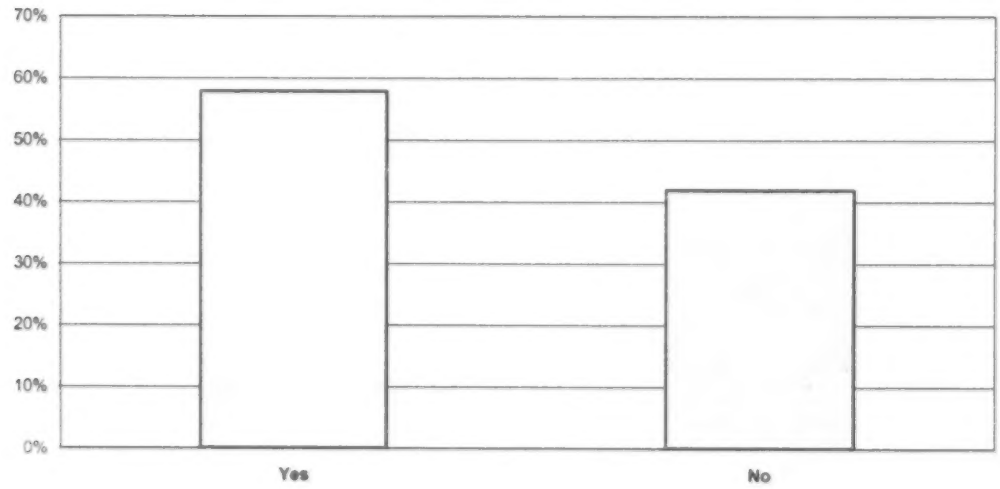
- 46.67% of the youngest age segment (18 to 24), indicated that they learned something new about Saskatchewan from the advertisements
- 11.0% of total respondents agreed that the advertisements changed their attitude towards the Province
- 26.67% of the youngest age segment (18 to 24), indicated that the advertisements changed their attitudes towards the Province
- The advertising appealed most to the 18-35 age segment and least to the 66-74 age segment

Results from Polling
Questions 1-15

Question 1:
Do you recall hearing or seeing the advertisements?

Table 1. Do you recall hearing or seeing the advertisements?		
Yes	705	57.98%
No	511	42.02%
Total	1216	100.00%

Chart 1. Do you recall hearing or seeing the advertisements

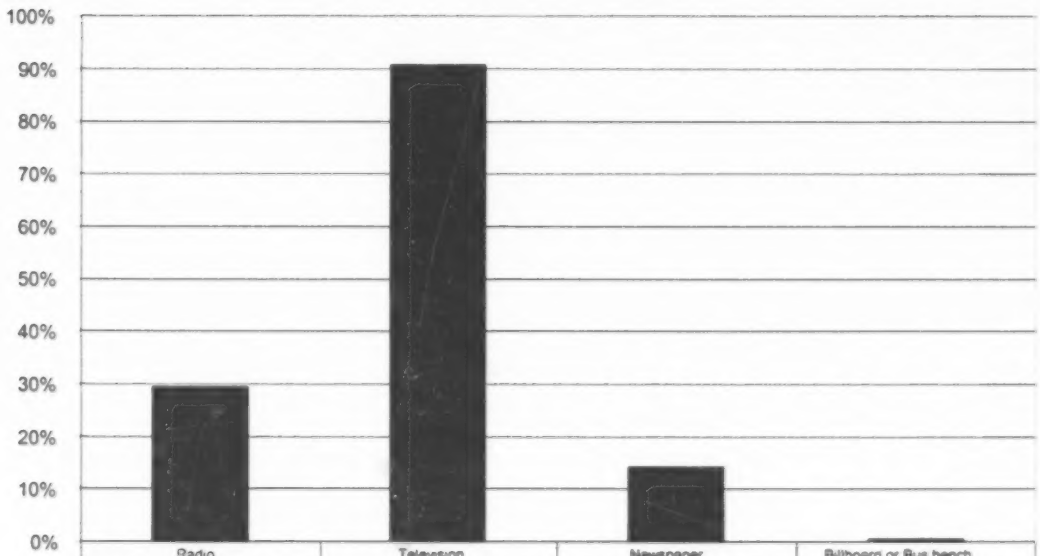


Question 2:

Where did you see or hear the advertising?

- *Radio*
- *Television*
- *Newspaper*
- *Billboard or Bus bench*

Chart 2. Where did you see or hear the advertising?



Question 3:

- **How many times have you seen or heard the advertising?**

- *1-3*
- *4-10*
- *10+*

Table 2. How many times have you heard or seen the advertising by Media?						
	Radio	Television	Newspaper	Billboard or Bus bench	Overall	Percent
1 - 3	26	127	24		156	22.71%
4 - 10	64	192	25	2	212	30.86%
10 +	113	305	46	1	319	46.43%
Total Response	203	624	95	3	687	100.00%

Question 4:

What messages do you recall from the advertising?

Table 3. Unprompted recall of advertising messages		
	Frequency	Percent
Great place to live	128	47.9%
Wide Open	26	9.7%
Great place for business	22	8.2%
Opportunities	20	7.5%
Forest	18	6.7%
Fishing	17	6.4%
Waste of money	17	6.4%
Fishing, forest	6	2.2%
Great place to live, opportunities	5	1.9%
Great place to live, great place for business	4	1.5%
Fishing, wide open	4	1.5%
Total Response	267	100.0%

*note responses fewer in number than 4 were not recorded

Question 5:

Please respond with a yes or no to whether you recall the message.

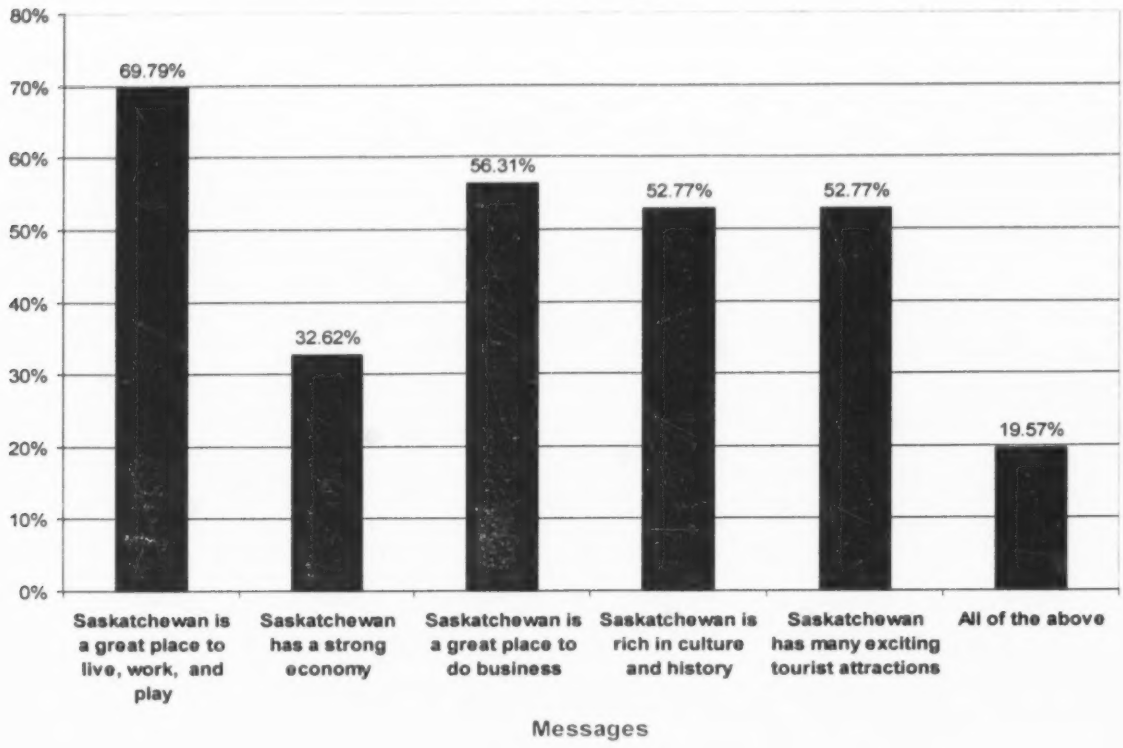
- *Saskatchewan is a great place to live, work, and play*
- *Saskatchewan has a strong economy*
- *Saskatchewan is a great place to do business*
- *Saskatchewan is rich in culture and history*
- *Saskatchewan has many exciting tourist attractions*
- *All of the above*

- *None of the above*
- *Don't recall*
- *Other*

Table 4. Respondents Recall of Five Key Messages.

	Frequency		Percent	
	Yes	No	Yes	No
Saskatchewan is a great place to live, work, and play	492	213	69.79%	30.21%
Saskatchewan has a strong economy	230	475	32.62%	67.38%
Saskatchewan is a great place to do business	397	308	56.31%	43.69%
Saskatchewan is rich in culture and history	372	333	52.77%	47.23%
Saskatchewan has many exciting tourist attractions	372	333	52.77%	47.23%
All of the above	138		19.57%	0.00%
None of the above	4	701	0.57%	99.43%
Don't recall	4	701	0.57%	99.43%

Chart 3. Respondent's Recall of the Five Key Messages in the Advertisement



Question 6:

Using a scale from 1 to 5 with 1 being Strongly Disagree and 5 being Strongly Agree, please answer the following statements:

- *You found the advertisements made you feel good about living in Saskatchewan*
  1 2 3 4 5
- *You liked the images and pictures of Saskatchewan*
  1 2 3 4 5
- *You liked the music on the television and radio advertisements*
  1 2 3 4 5
- *The advertisements reflected the diversity of our culture and communities (i.e. race, people of different ages, gender and professions)*
  1 2 3 4 5

Chart 4. Average Score of the Statements about Saskatchewan

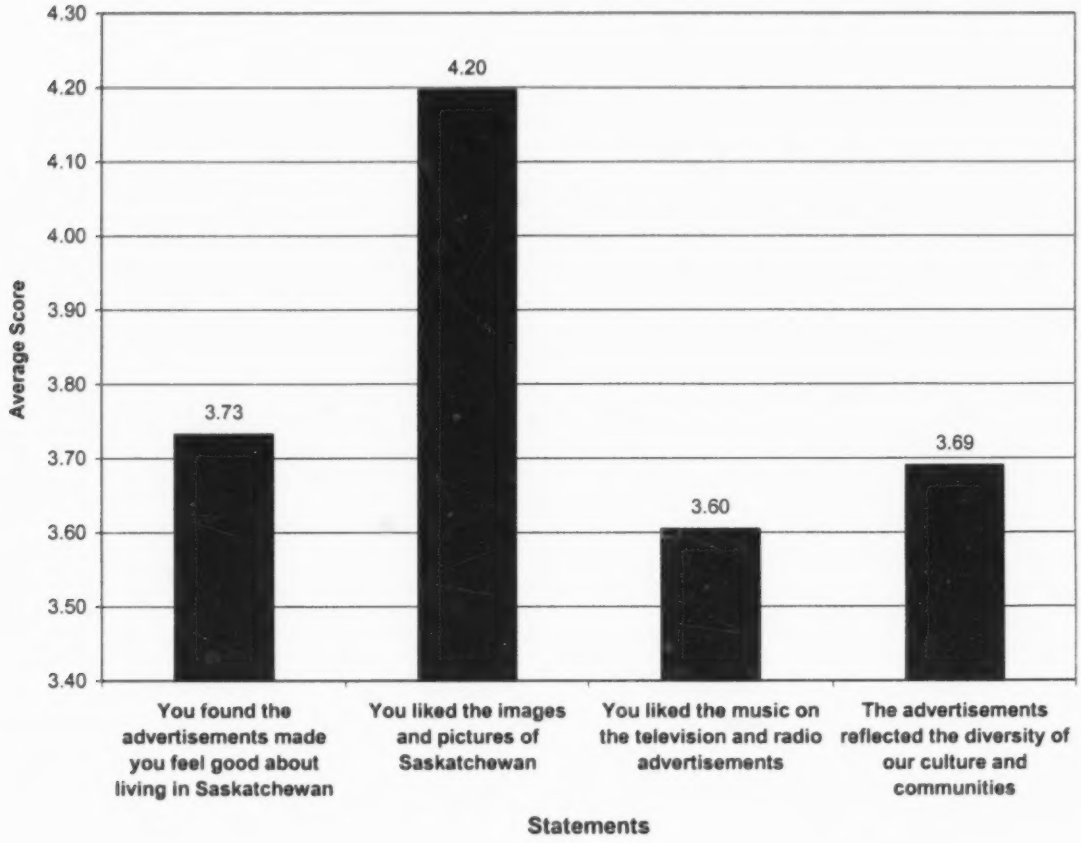
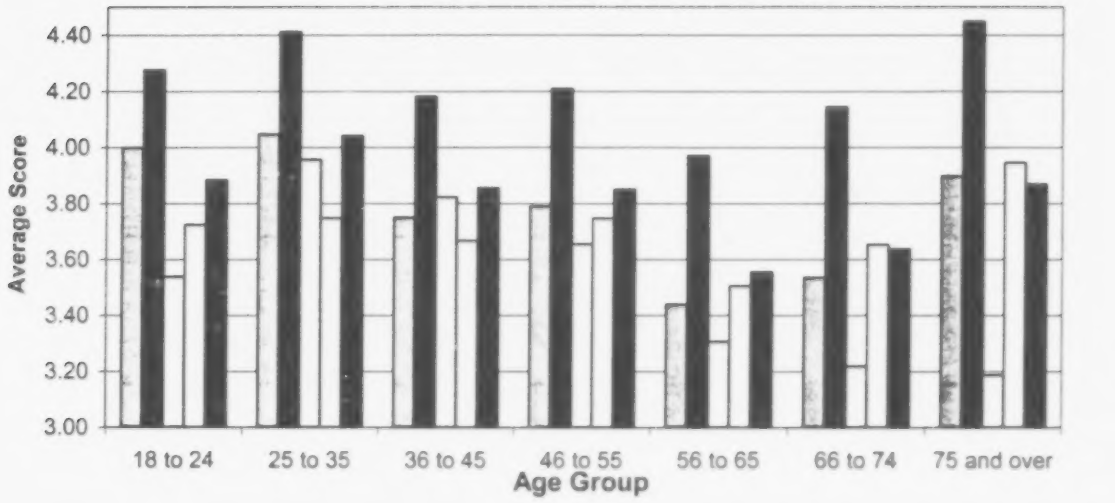


Table 5. Average Score of the Following Statements	
Response	Rank
You found the advertisements made you feel good about living in Saskatchewan	3.73
You liked the images and pictures of Saskatchewan	4.20
You liked the music on the television and radio advertisements	3.60
The advertisements reflected the diversity of our culture and communities	3.69

Chart 5. Average Score by Age Group

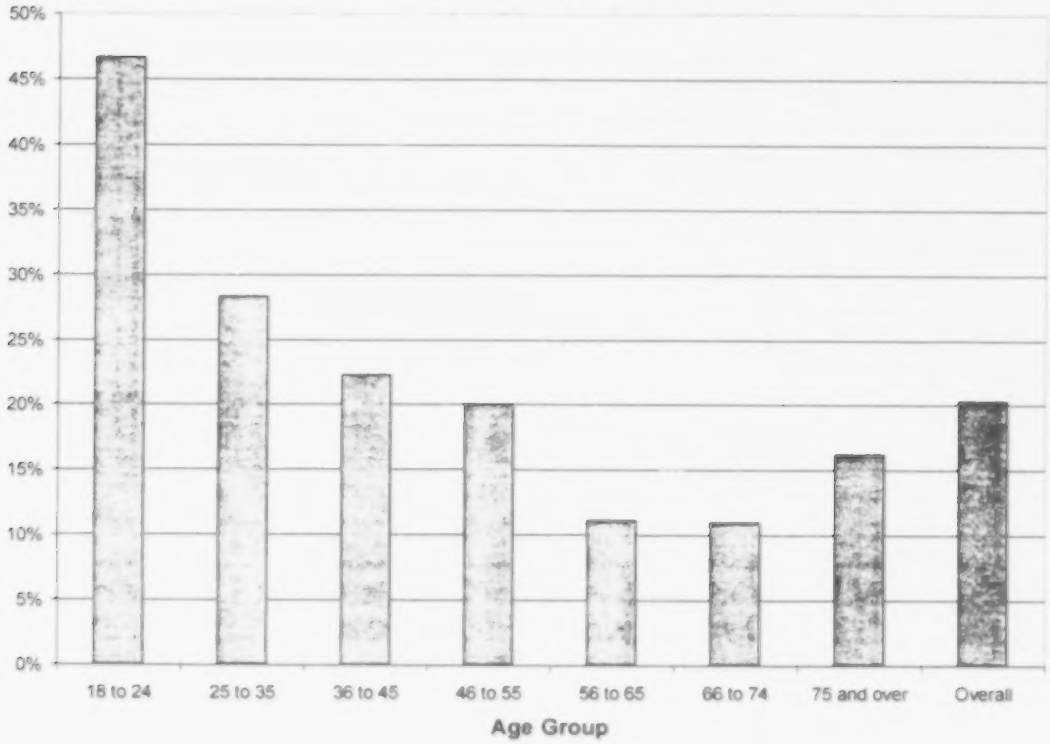


Question 7:

Did you learn something new about Saskatchewan from the advertisements?

- *Yes*
- *No*

Chart 6. Percent of Respondent Learn something new about Saskatchewan from the advertisements



Question 8:

How did these advertisements make you feel?

(Unprompted – Do Not Read Responses)

- *Happy*
- *Proud*
- *Optimistic*
- *Sad*
- *None*
- *Other ___*

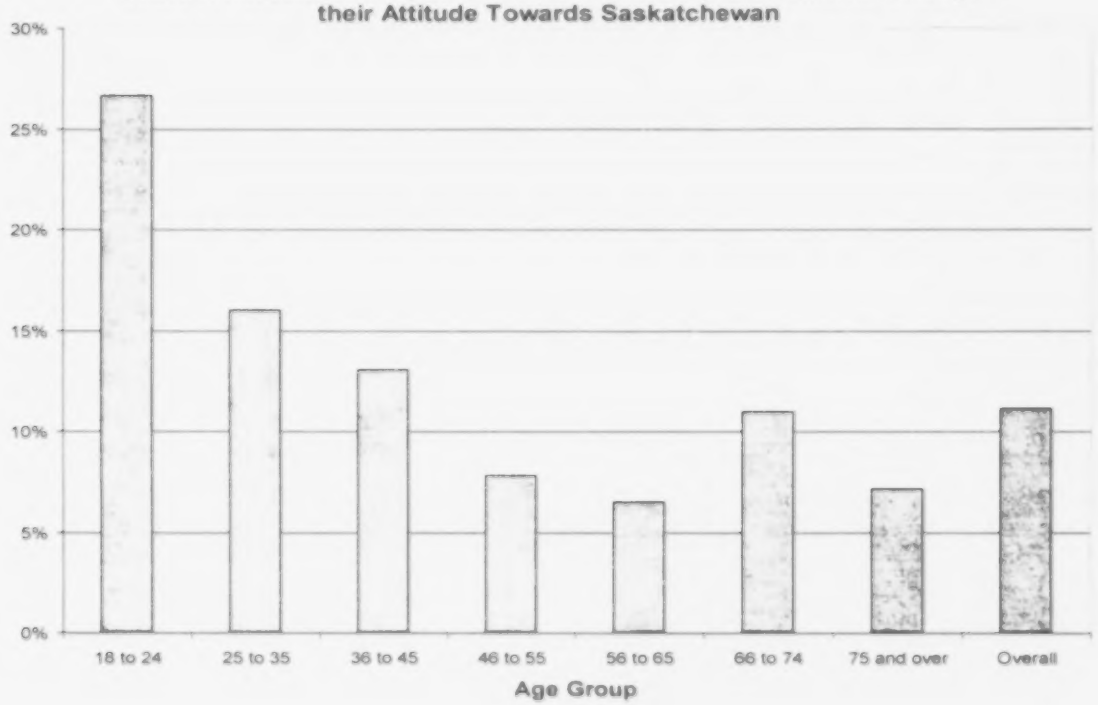
Table 6. How did these advertisements make you feel?		
Response	Frequency	Percent
Happy	224	34.1%
Proud	161	24.5%
Optimistic	59	9.0%
Negative	117	17.8%
None	96	14.6%
Total	657	100.0%

Question 9:

Did the advertisements change your attitude towards Saskatchewan?

- *Yes*
- *No*

Chart 7. Percent of Respondent Said that the Advertisements Change their Attitude Towards Saskatchewan



Question 10:

Using a scale from 1 to 5 with 1 being Strongly Disliked and 5 being Strongly Liked, how would you rate the advertising overall...

- *on Television?* 1 2 3 4 5
- *on the Radio?* 1 2 3 4 5
- *in the Newspaper?* 1 2 3 4 5

Question 11:

Please stop me when I reach the category in which your age falls...

- *18 to 24*
- *25 to 35*
- *36 to 45*
- *46 to 55*
- *56 to 65*
- *66 to 74, or*
- *75 and over*
- *Refused*

Table 7. Distribution of Age		
Age Group	Frequency	Percent
18 to 24	30	4.4%
25 to 35	107	15.9%
36 to 45	140	20.7%
46 to 55	171	25.3%
56 to 65	110	16.3%
66 to 74	73	10.8%
75 and over	44	6.5%
Total Response	675	

Question 12:

How many people live in your household?

- *1*
- *2*
- *3*
- *4*
- *5 or more*

Table 8. Household Size of Respondents		
Size of Household	Frequency	Percent
1	111	16.5%
2	275	40.9%
3	102	15.2%
4	106	15.8%
5 or more	79	11.7%
Total Response	673	

Question 13:

What is your current occupation? (Do not read responses)

- *Public sector management*
- *Private sector management*
- *Teaching*
- *Medical/Health*
- *Clerical/Sales/Service*
- *Processing and Manufacturing*
- *Construction/Trades*
- *Farmer*
- *Transportation*
- *Homemaker*
- *Student*
- *Unemployed*
- *Retired*
- *Small business owner/operator*
- *Other (specify):*
- *Refused*

Occupation of respondent

Table 9. Occupation		
	Frequency	Percent
Public sector management	16	2.6%
Private sector management	12	1.9%
Teaching	36	5.8%
Medical/Health	29	4.6%
Clerical/Sales/Service	53	8.5%
Processing and Manufacturing	5	0.8%
Construction/Trades	17	2.7%
Farmer	69	11.1%
Transportation	9	1.4%
Homemaker	28	4.5%
Student	24	3.8%
Unemployed	8	1.3%
Retired	152	24.4%
Small business owner/operator	22	3.5%
Other	144	23.1%
Total Response	624	

Question 14:

What is the highest level of education you have completed? (Do not read responses)

- *less than Grade 9,*
- *some high school,*
- *high school,*
- *some trade school,*
- *trade school with diploma,*
- *some university,*
- *university degree or higher*
- *Refused*

Maximum education level of survey respondents

Table 10. Education		
	Frequency	Percent
Less than Grade 9	22	3.3%
Some high school	59	8.8%
High school	149	22.3%
Some trade school	35	5.2%
Trade school with diploma	92	13.8%
Some university	94	14.1%
University degree or higher	216	32.4%
Total Response	667	

Question 15:
Gender (Do not read)

- *Male*
- *Female*
- *Unknown*

Gender of respondent

Table 11. Gender		
	Frequency	Percent
Male	355	53.2%
Female	312	46.8%
Total Response	667	100.0%